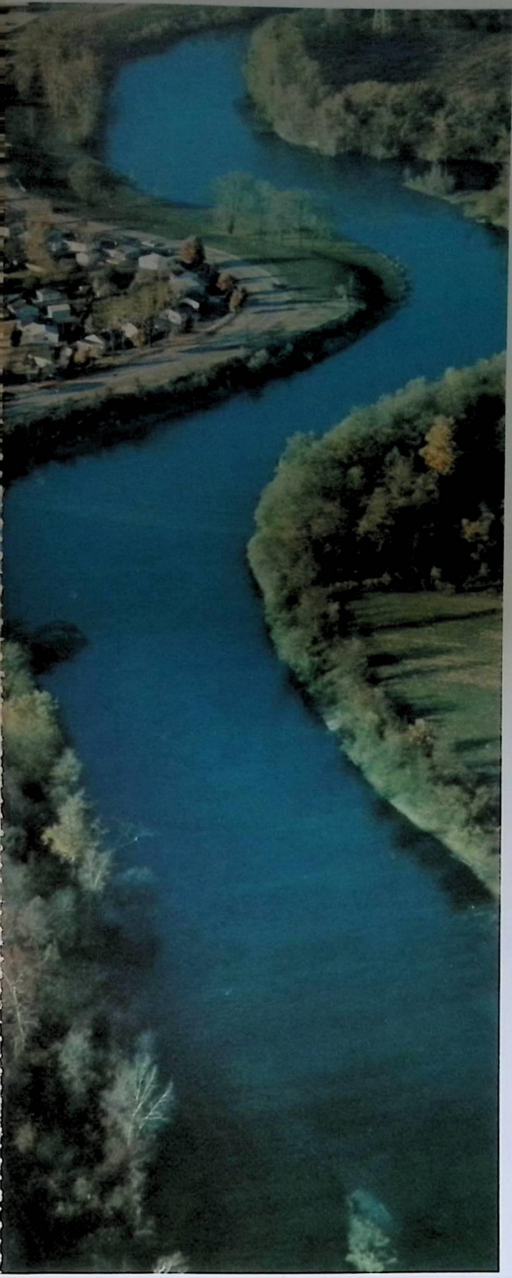
"... and where the river bends, a community grows."





The story of South Bend and Mishawaka.

All cities have much in common.
People and their environment. Buildings rise, thrusting into the sky; they square off low against it. The sky arches over the spread of earth, of land, of buildings. Men and women work together, using hands and wits, muscle and the most sophisticated know-how. They live in houses, big and small. They play and work and look ahead. They laugh and grieve and breathe. Both old and new stand round them. Always there are plans for tomorrow, which will be better than today, much better than the remembered or heard-of long-ago past.

Yet the past stays alive, too. It lives in all human communities and helps to shape their future somehow. In a way it makes them what they individually are. For though they share so much in time, in continuity, cities are never entirely alike. Each is individual, peculiarly itself. Being similar in so many ways, cities still are as diverse as the taste of apples, the separate shapes of snowflakes. Each one has its own fingerprints. No two communities are the same.

The particular one I'm writing about sits on the banks of the historic St. Joseph river. It is South Bend, Indiana, and its neighbor, Mishawaka.

Essay by Richard Sullivan

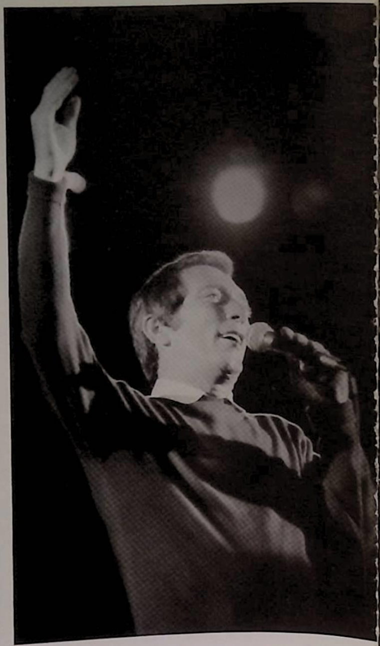


Here the pace of life, like the river next to which it moves, is tame, never beyond control. Old-timers around the place are proud that, despite the continuing growth, their community has kept hold of its deeply rooted, personal flavor.















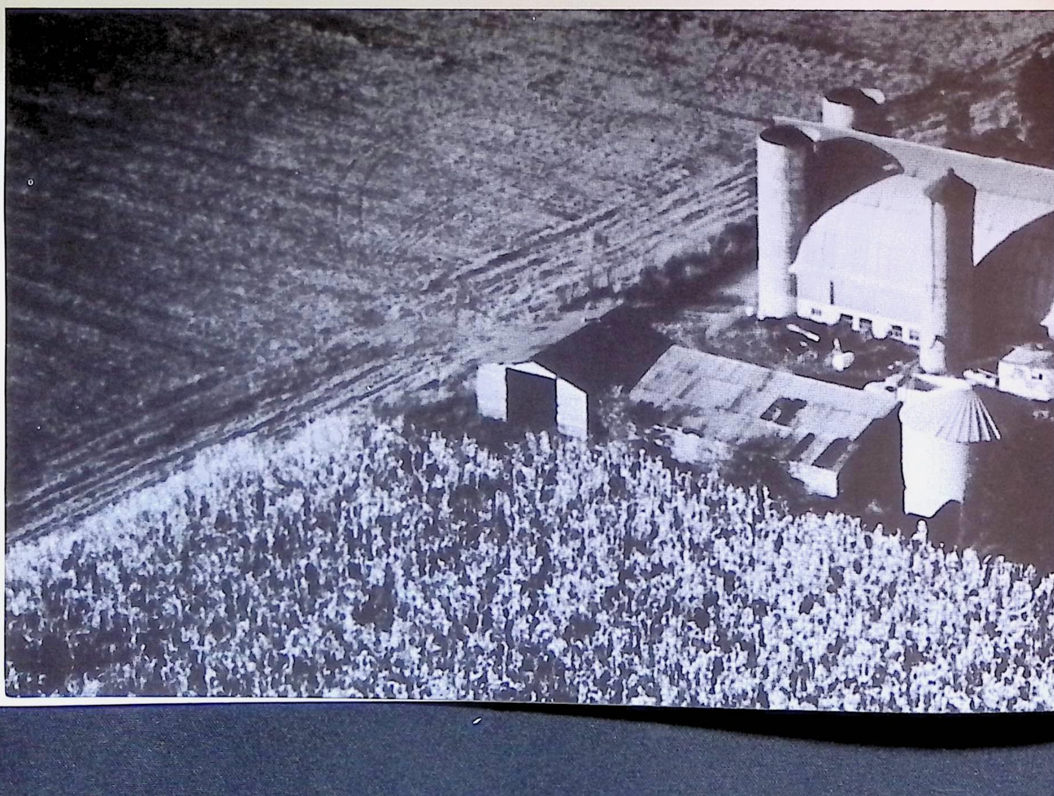
A vigorous downtown area is within walking distance of clean, quiet residential neighborhoods. Beyond these, the gently rolling Midwestern countryside stretches green and rich into the distance.



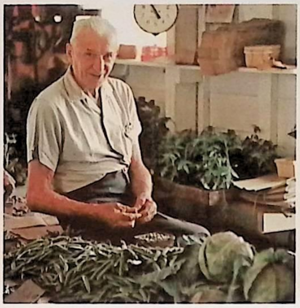




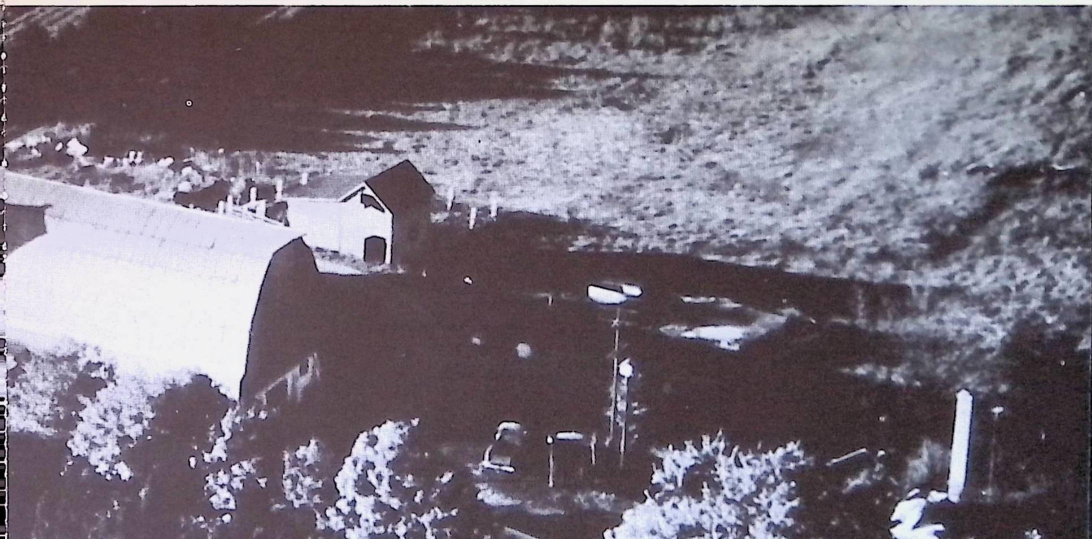




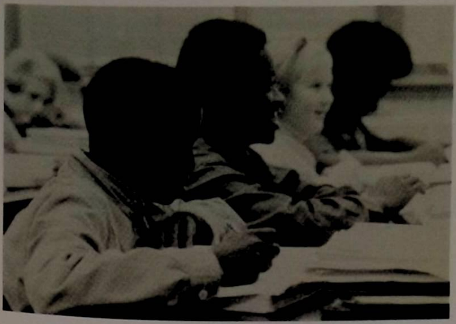
Despite the many opportunities associated with big-city living, their hometown seems somehow to have escaped paying the penalties faced by larger, more hurried cities.





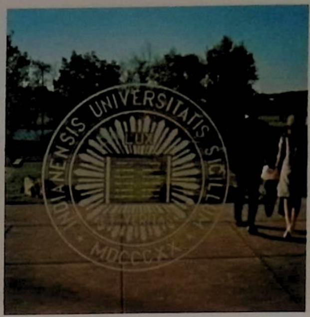






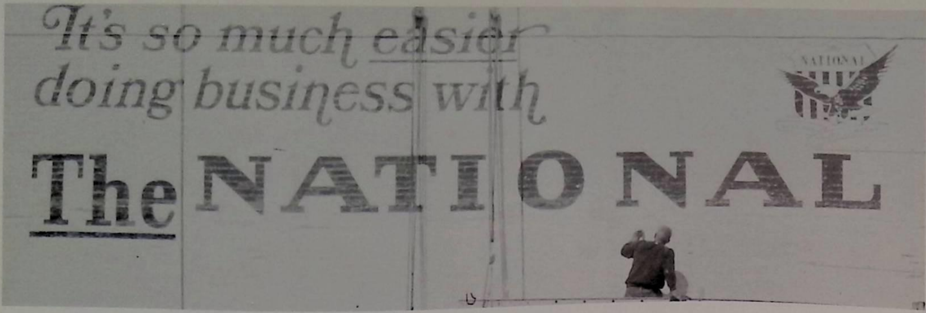
An educational system crowned by five colleges and universities provides residents with easy and continuing access to the world of old and new ideas.





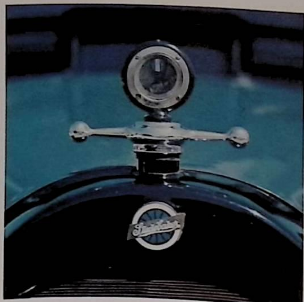





It's so much easier
doing business with
The NATIONAL





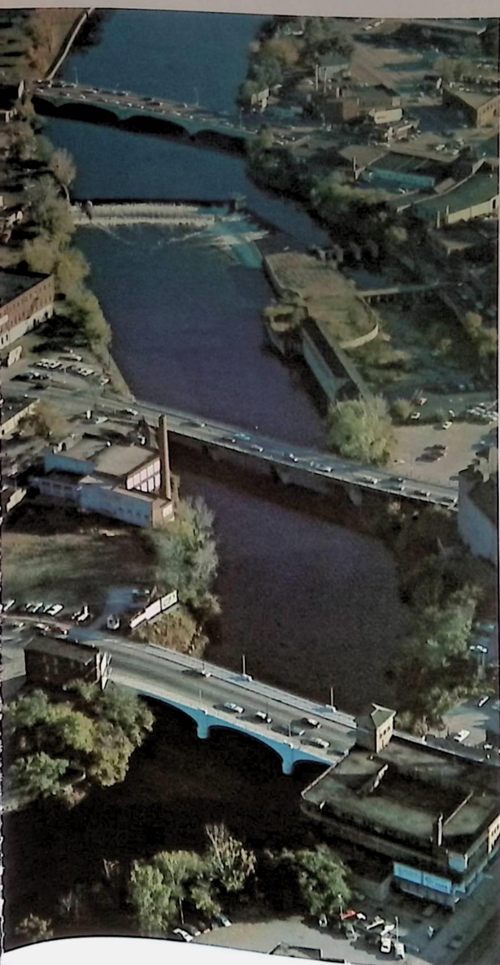








The economic past, so dependent on the automotive fortunes of Studebaker, has given birth to a more healthy and diversified colony of industry and business.

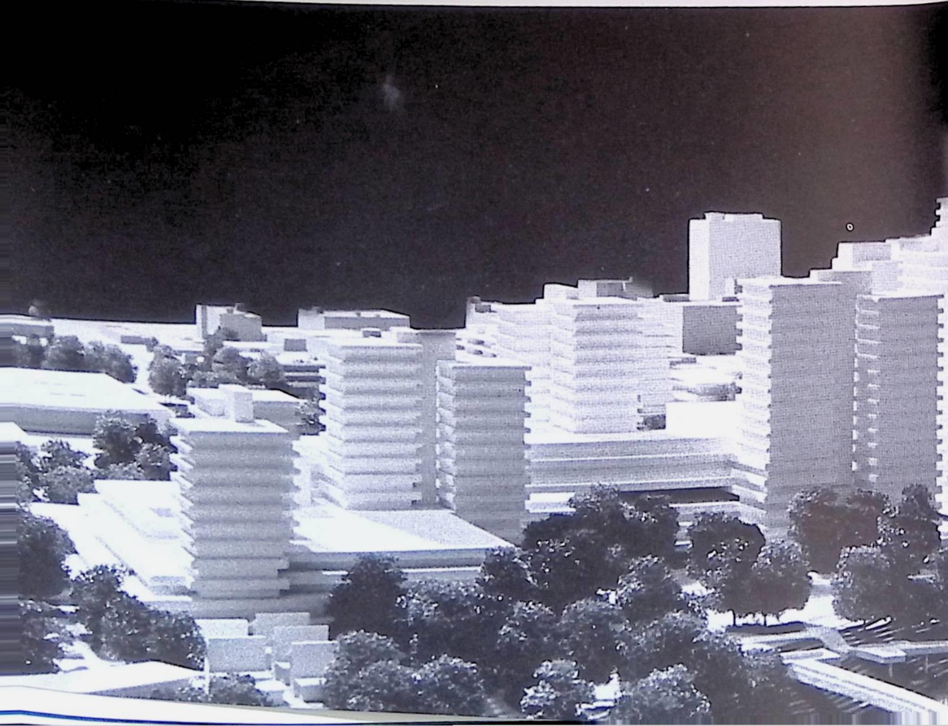




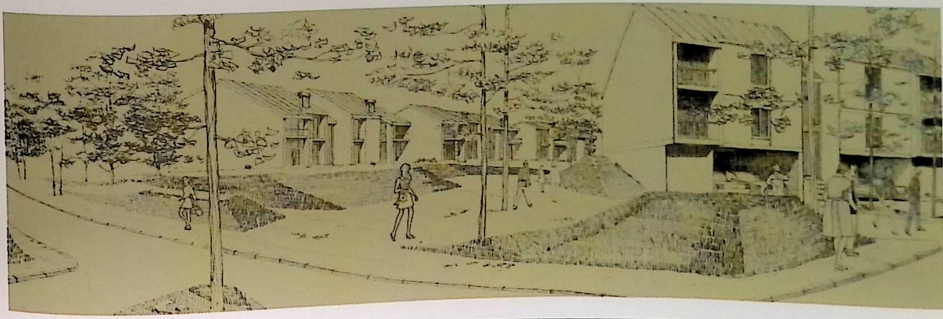


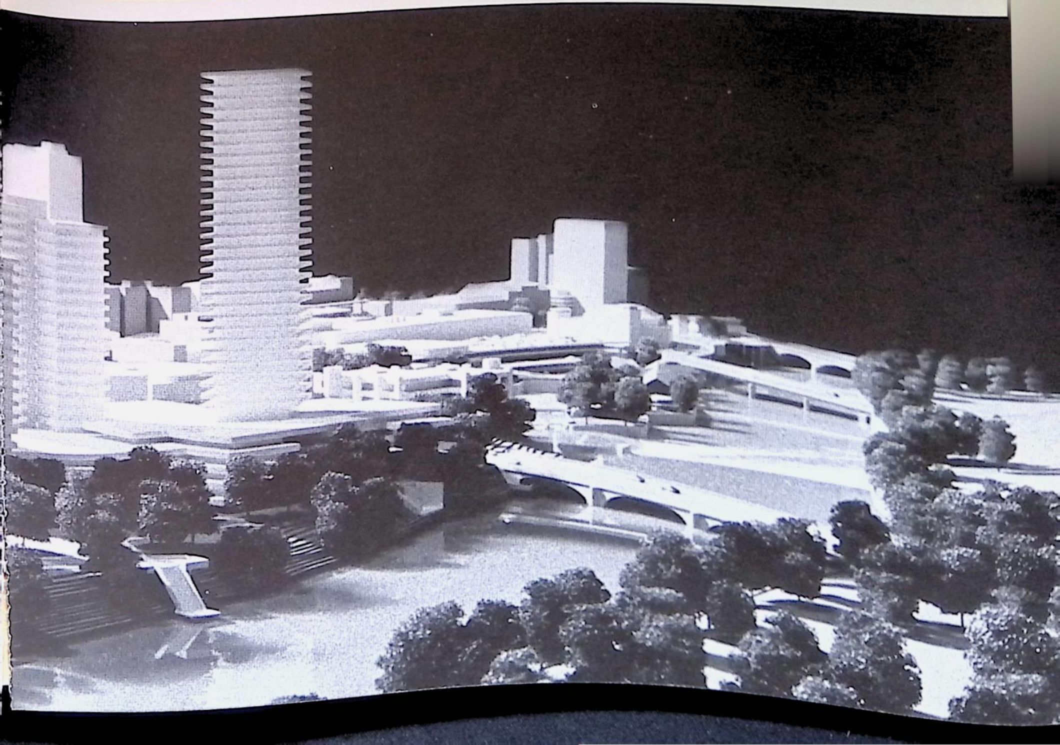


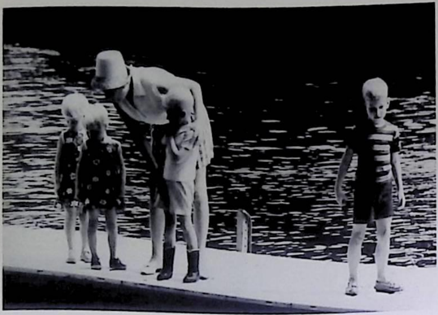




The present, leading on to the future, also is vibrant, pulled forward by the constant tug of new people and young ideas.















And at the heart of it all — the rich past, impatient present, and magnetic future — stand people, young and old, rich and poor, black and white. In large ways and small, it is they who make this place a vital, comfortable, dynamic community in which to live.





About This Book

This community profile of South Bend and Mishawaka has been, in the truest sense, a community project. Both the editorial talent and the financial support have come from the people of South Bend and Mishawaka.

It began in late June of 1969. At the invitation of the South Bend-Mishawaka Area Chamber of Commerce, a group of local writers, ditors and photographers was ;sembled to prepare a book about e area and its people. The purpose /as to provide a comprehensive description, in words and pictures, of the community's assets, with emphasis on the vitality of its residents. The editorial tone of the book was designed to engage the interest of a broadly based audience of all ages and economic backgrounds.

The cover photographs present a fresh and unique image of the South Bend-Mishawaka community. Hanging out the door of a small Beechcraft, Hayward Blake captured a view from the air with 35mm infra-red film. The film and the point of view dramatically emphasize the geographic qualities of our community and suggest visually the innovative spirit of this publication.

This book is the master publication around which three other more specific, supplemental books will be published. These three, emphasizing industrial development, convention facilities and family location information, may be requested at no cost from the South Bend-Mishawaka Area Chamber of Commerce, 320 West Jefferson Boulevard, South Bend, Indiana 46601.

The editor and publisher of this book extends warmest appreciation to the many people who helped in this project beginning with those whose names appear on the following masthead and numerous others "behind the scenes." Appreciation is extended also to the Chamber of Commerce for its cooperation and encouragement.

Contents

Staff

Publisher and Editor	John P. Thurin
Managing Editor	John C. Twohey
Design Consultants	Hayward Blake Jack Weiss
Essayist	Richard Sullivan
Photographer	Dick Stevens
Advertising Design	Michael Rider
Copy Editor	Caroline Hamburger
Sales Representatives	David Smeeton Kate Walters John W. Crowe
Executive Secretary	Patricia Crowe



For further information or additional copies, $2.50 each prepaid, please write to the Mars Publication Company, 322 West Washington, South Bend, Indiana, 46601.

This book was printed by Burch Printers, Inc., on stock supplied by Champion Papers. Color separations were made by KalaCraft, Inc. The Type House set the copy and final art was prepared by D. W. Van Story and Associates.

Wheel Horse

South Bend Range

St. Joseph Bank and Trust Company

Romy Hammes, Inc.

Indiana & Michigan Electric Company

McNulty-Dunbar Realtors, Inc.

Builders United Enterprises

Cressy & Everett Realtors

Office Engineers

Indiana Type

Feferman Motors

Layne Northern Company

Colfax Waterfield

A B Z Buffet Restaurant

City Planning Associates

Lincoln National Life

Anchor Sales

Andrew Troeger & Company, Inc.

Coca Cola

Bendix



The South Bend and Mishawaka story, like those of other communities, is best told by the people and the institutions living there. Writers and photographers can portray just so much of the city's way of life. Inevitably, the final or parting piece of the picture is best placed by the community itself, not only in what is said but how it is said. Accordingly, the editors of this community profile present the following chapter and subsequent alternating segments in which the business men, professional people and industrial leaders of South Bend and Mishawaka area tell their own story.



The Wheel Horse line, which consisted of one tractor in 1955, now encompasses nine models, from 7 to 14 HP. Five have automatic drive.



One of the great Wheel Horse yard makers shows its crowd-pleasing form with another famous ground gainer, Chicago Bear Ronnie Bull.



Auto racing pros who count on speed and endurance at the Indianapolis 500 recognize the superiority of Wheel Horse engineering.

an all-american story

Any great performer on gridiron or race track has to be able to take bone-jarring punishment — and still deliver. It's the same with tractors. From the start we built ours rugged. When we pioneered garden tractoring over two decades ago, we also knew that the most important thing we had to build was a reputation for quality and performance. We've covered a lot of ground on that premise. Since then, we've expanded from a "one horse" operation to plant facilities in three cities, distribution in 27 countries and a line of 25 tractors, mowers, snow throwers and snowmobiles. If we've fashioned an All-American story in the process, the credit belongs in large measure to a team of some 5,000 professionals who design, engineer, manufacture, distribute and sell Wheel Horse products for what they truly are — the pick of the pros.

PIONEERS IN TRACTORING

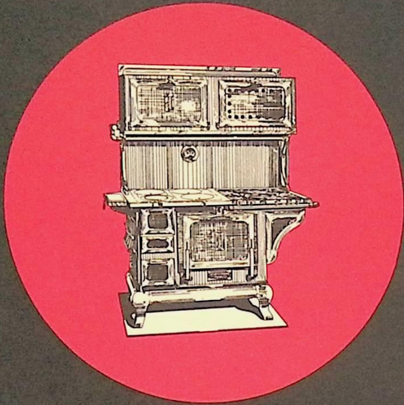
Cecil E. Pond
PRESIDENT

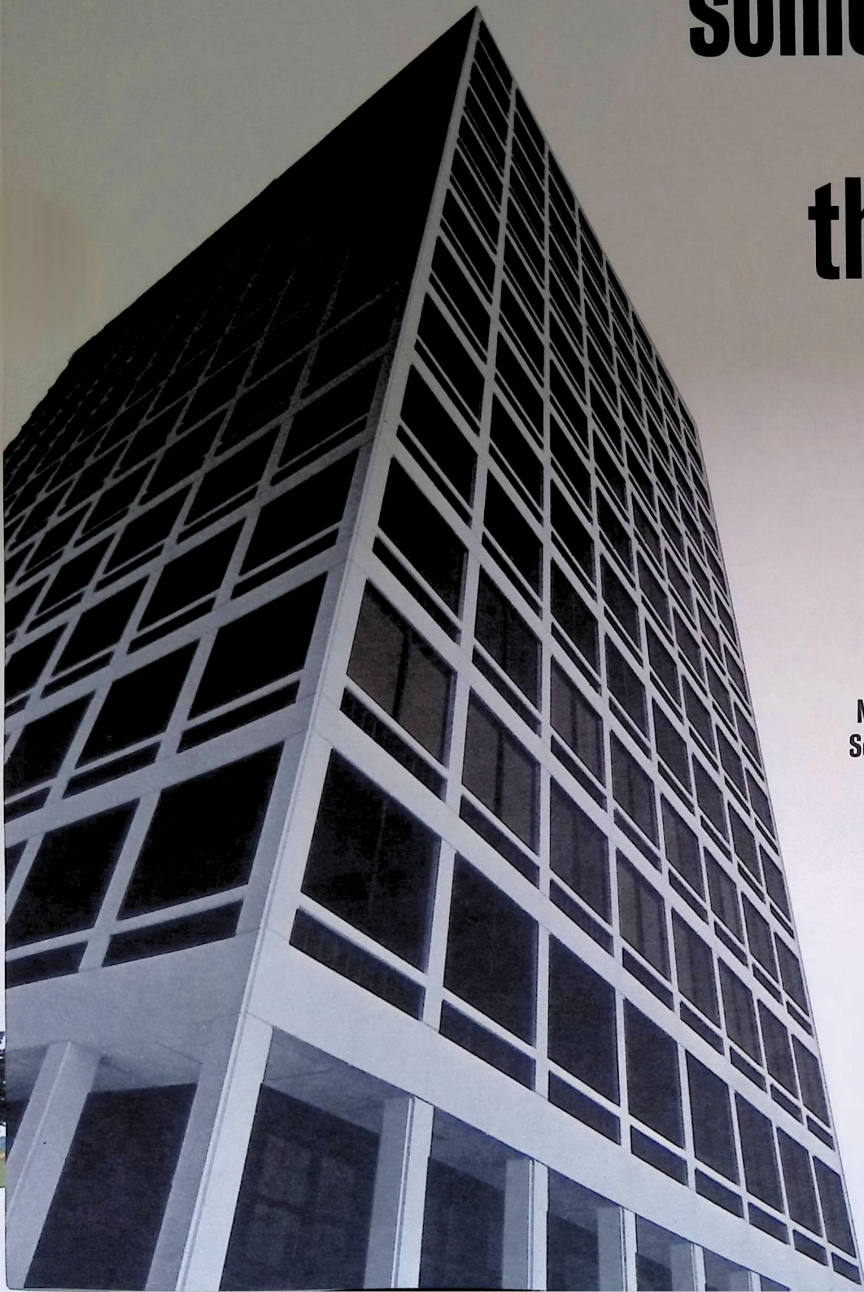
pick of the NFL *pros*



Wheel Horse®

Stadium size facilities continue to burgeon to keep up with demand for Wheel Horse tractors, mowers, snow throwers and snowmobiles.





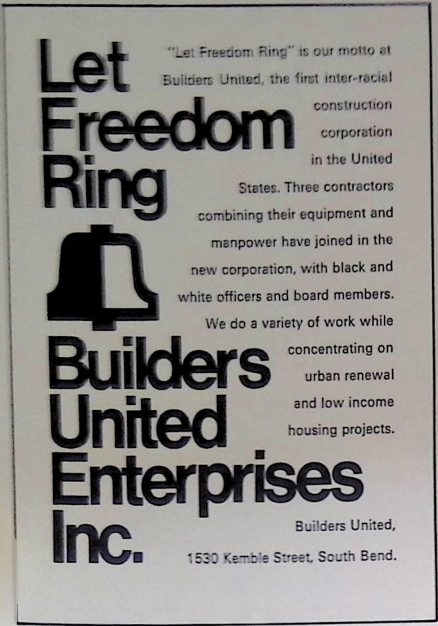
someone the that's

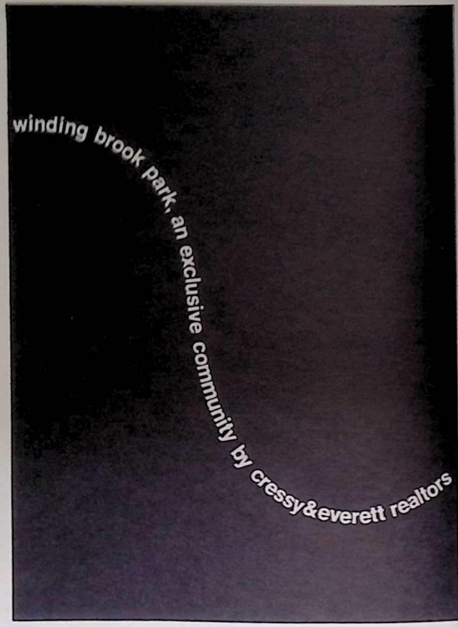
No other bank in South Bend gives you all this:

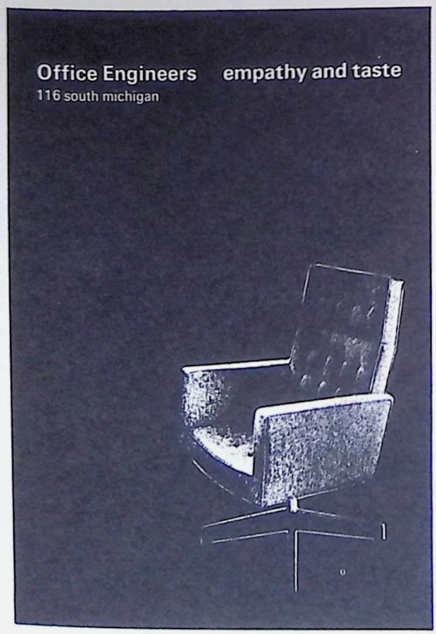


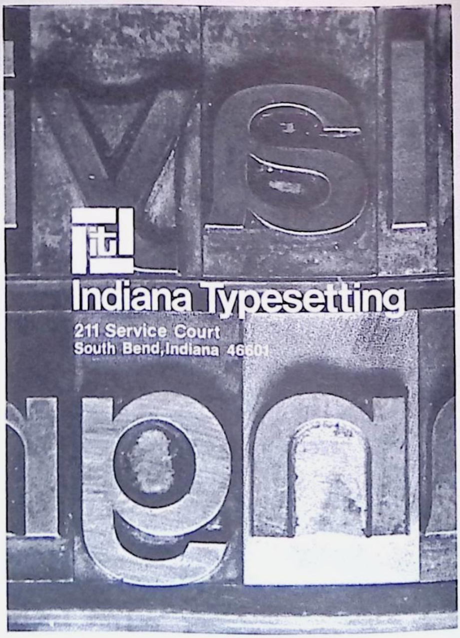
AUTO BANK
AT ALL OFFICES

ST.


Let Freedom Ring
"Let Freedom Ring" is our motto at Builders United, the first inter-racial construction corporation in the United States. Three contractors combining their equipment and manpower have joined in the new corporation, with black and white officers and board members. We do a variety of work while concentrating on urban renewal and low income housing projects.
Builders United Enterprises Inc.
Builders United,
1530 Kemble Street, South Bend.


winding brook park, an exclusive community by cressy&everett realtors


Office Engineers
116 south michigan
empathy and taste


Indiana Typesetting
211 Service Court
South Bend, Indiana 46601



Personal Service
in our Rolls Royce

Anchor SALES

288-4648
Multiple Listing Service Realtor

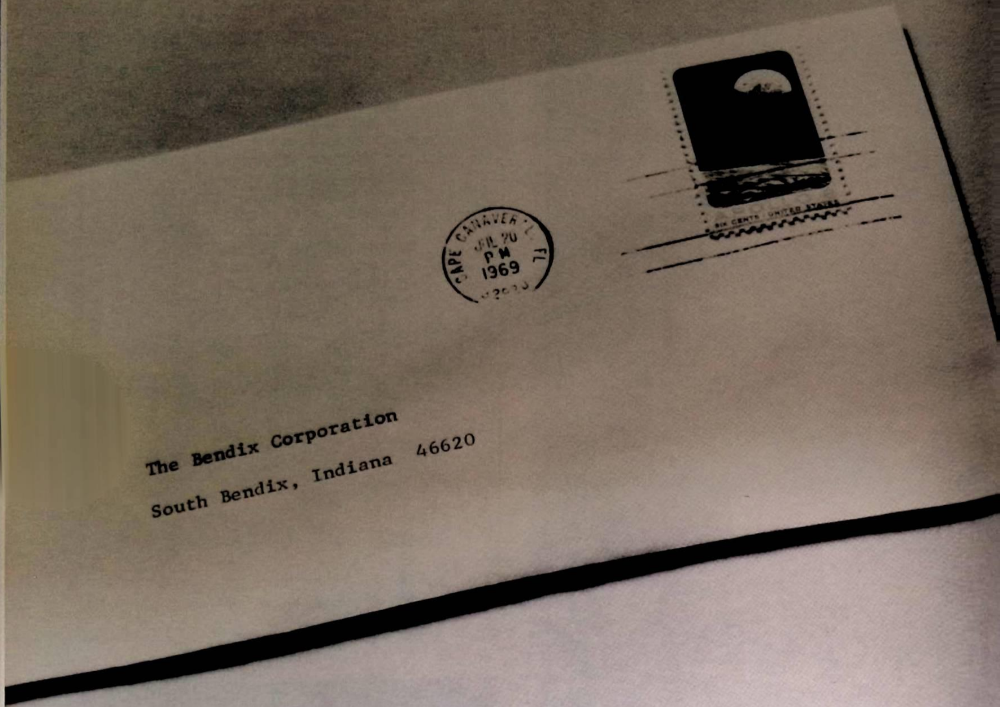
Michiana's largest pre-owned homes sales firm, licensed Brokers and Realtors in both Indiana and Michigan. We trade and purchase homes to make trades possible. Or we can sell your home for cash. Financing and all paper work is done for you. Pictures and maps available on listings anywhere in the United States.

South Bend 272-7750
Elkhart 293-1090
Mishawaka 259-4511
Niles, Michigan 272-7750
St. Joseph, Michigan 429-7181
Twin Branch 255-2770
Southeast Estates 291-0740

Portage
REALTY CORPORATION
129 Dixie Way South/South Bend, Ind. 46637

it's the real thing

Coca-Cola



South Bendix?

Why not. It's an easy mistake. Even in this highly diversified industrial area, Bendix stands out. There are three major Bendix divisions right here in South Bend. There's a good chance that the brakes on the plane, bus or car you rode in to get here were made by Bendix. Whether they are the original equipment that came on the vehicle, or replacement parts put on by your local serviceman, Bendix ships them from here around the world. Welcome to South Bend.

Bendix

The St. Joseph river is rare, one of the few in this hemisphere which move northward to their final outlets. It rises quietly in lower Michigan, meanders, flows, twists and turns — olive-green and brown — toward the southwest into the top of central Indiana. There — here, precisely, at South Bend — it makes its quiet, slow turning toward the northwest and Lake Michigan, where 30-odd miles away it vanishes into brighter, more unruly waters.



Once, for early explorers of this continent, the St. Joseph was a short artery in the intricate system of waterways and portages which let a man go, if he were sturdy enough, from the Great Lakes to the Mississippi. Later, it served in the fur trade. Still later, it supported steaming side-wheelers carrying freight in and out of this region. Now there are so many industrial dams that through traffic for the full course is impossible. Still, a friend of mine — elderly and blind in one eye but a man ready for challenge — canoed from the source to the mouth of the St. Joe a couple of summers ago.

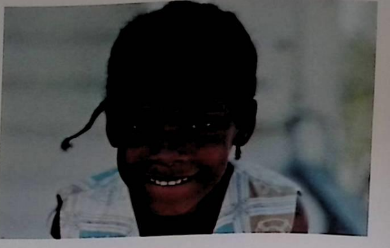
"Whatever gave you the idea, Mike?"

"Oh, I always wanted to. It's a nice river. And one of my boys said he'd come along to help carry the load when we had to walk."

He kept a journal of his trip. I forget how many days it took him but recall that water-skiers rather than dams were his greatest obstacles. And having immediate knowledge of the river only as it has flowed past my front door these past years, I take Mike's word for it that every mile of its curving course is as mysteriously satisfying as I have found the short stretch I can view from the high strip of bank outside my house. One further thing Mike and I agree on. The southernmost bending of this gracious river is a rich and promising spot for a community to grow around. It has geographic justice on its side.

After Indiana was admitted to the Union in 1816 (under a constitution which noted, rather remarkably, the state's responsibility for the education of all its citizens), the local territory must have been ranged by countless, now nameless, hunters and trappers and travelers on the river. "Deer, wolf, black bear, fox, mink, otter, wild cat, raccoon and muskrat abounded." But Alexis Coquillard









Its 287,000 residents make the South Bend and Mishawaka community the third-largest in Indiana. Other metropolitan areas similar in size are Albany, New York; Des Moines, Iowa; Chattanooga, Tennessee; and Stockton, California.


AMERICAN PLAN
LOANS
SERVICE
SHINE



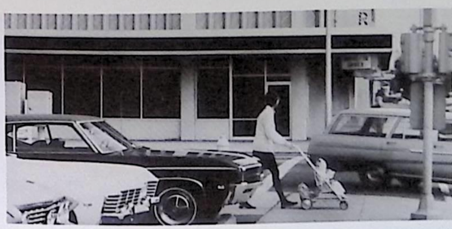
— French Canadian, sixth-generation American from Detroit — didn't permanently settle here until 1823, in the fur trade at the Big St. Joseph Station. Lathrop Taylor came four years later. These two were the founders of South Bend.

I have been for the past 33 years what is technically called a tax-paying resident of the community which these pioneering men founded at the southernmost twist of the ancient river. Even before, as an undergraduate for four years at Notre Dame, I had roved about a community already grown much larger and more productive than Coquillard and Taylor had known. Among other things, the University of Notre Dame, founded here in 1842, and St. Mary's College, established some years later, helped both the physical and the cultural growth by gradual steps which brought in students from, eventually, all parts of the inhabited globe, a number of whom stayed here. More recently, Bethel College, Holy Cross Junior College and rapidly growing Indiana University-South Bend have helped this particular kind of growth. But my undergraduate roving was never so adventuresome as my friend Mike's later investigation of the river.

What I did, 40-some years ago as a freshman, was board a yellow streetcar at the central exchange or mingling point of all trolleys, at the east side of the courthouse on Main Street. Like all other streetcars of that remote period, this one hummed ominously while standing still and threw out sparks while moving. But I took its dare and on a wicker seat bounced happily over the iron-grey rails, set neatly into maroon brick streets and avenues, and rode out into the farthest eastern reaches of Mishawaka.

Mishawaka is South Bend's sister city, a bit smaller but also caught into the river's bending. Between the two municipalities









South Bend was one of 11 winners of the All-America City Award from the National Municipal League and *Look* magazine in 1968. Half the residents of this growing area are under 25.

there's no visible boundary. Surely beyond separate city governments there must be other differences which I've never noted. Perhaps there are differences in tax rates, land values, garbage collection and disposal, practices for street repair and snow clearing and maybe a dozen other grave and consequential matters of divergence. But what I'm trying to suggest is that many years ago, peering out a streetcar window with the eager eyes of Dick Rover assessing new horizons, I could detect no difference between South Bend and Mishawaka. Nor can I today, driving between them. Yet I remember that, after the yellow streetcar had followed its rails into an open field and there turned round a loop to go back the way it came, there were other open fields to the east. They reminded me of still other fields to the west, toward Chicago, which lies about 70 miles that way by compass direction and then 20 miles to the north.

This is juicy, rich, gentle, rolling country hereabouts. The Indiana Toll Road, connecting with similar big continental highroads, in Ohio at one end and in Illinois at the other, passes cows and mucky creeks, great spreads of corn and wheat and beans that go slanting in straight lines to make green and black geometric patterns which fold over and about the swelling earth. Once in a while, on side roads, you still see a bearded man and a bonneted woman in a buggy behind a horse, but many of the good Amish farmers have lately migrated westward. You see tiger lilies in ditches and roses bright on wire fences.

But I saw none of these things that day as I rode the yellow streetcar. These are later acquisitions, images piled up. That day my streetcar simply looped about an open field in Mishawaka and



turned back to try its tracks the other way. I had to drop a token in the box — five cents a ride; six tokens for a quarter — as return fare to the central exchange at the courthouse in South Bend.

That round trip stays vividly with me. So do many other impressions, old and new but either way still fresh. After all, I've lived here, with few long stays elsewhere, almost two-thirds of my life. Transplanted fairly early, I've grown some roots in local ground. What I write about this place comes out of experience. For my own reasons, I've done a bit of digging into the regional past, but nothing I now write rises out of stern research or conning of statistics. Rather, it comes by osmosis, by absorption through the root system, by just having been around for a while.

"Education," said an American poet, "is just hanging around until you catch on." When I say this is a fine place for education I'm not referring primarily to its five campuses but to its multitude of citizens full of decency and good sense. (Let us allow always for exceptions.) So anybody reading these words in the hope that soon they will find a street guide, a report on industrial growth or a zingy little boost to the community must search elsewhere. I'm convinced that impressions honestly rendered hold more truth than catalogs and that people are much more important than lists of facts.

I'm sure, indeed, that something mysteriously revealing about this community comes through in the very existence of a beautiful lady who was for nine years our next-door neighbor. Born in Hungary, she came to South Bend as a

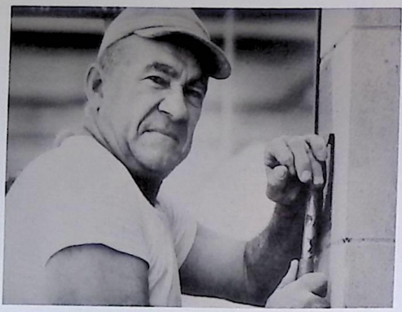
Corn, soybeans and wheat are the principal crops of the rich farmlands surrounding South Bend and Mishawaka. In 1969 nearly 1,500 farms were being operated in St. Joseph County.



child, married here, had children and now has grandchildren here. A housewife who insisted on fantastic cleanliness, she was — when not roasting pigeons for her family's breakfast or baking kolachke or otherwise filling the house with mouth-watering fragrances which always started in the kitchen — forever dusting and shining and polishing. Her waxed floors were the glossiest I've ever ventured to tread upon. And every summer she used to clean the furnace.

She was a tiny woman. The furnace was a huge silver-painted coal-burner with enormous tentacles stretching out of its head. Each summer, complaining bitterly ahead of time, she would give that gigantic furnace its annual scrub-out. Its front door was just large enough for her to climb in. She'd adjust herself somehow in the sooty inside and — using flashlight, soap and water, steel wool on tough spots — scour the blackened firepot. With time allowed for preparation and later a bath and shampoo, most summers it took her a full day. She'd come out smudged from wrapped-around turban to bare toes. But that furnace was clean again — you could bet on it — for another year. Then that evening, smelling of rose geranium, she'd call across the wrought-iron back fence and tell us once again with pride and with indignation of her victory. She always said fiercely that this was the last time; the work wasn't worth it and she was going to move to California where nobody needed furnaces. Of course she never has moved and never will. She'd be most unhappy if she did, and she knows it.

I don't use her name, because she'd be grievously embarrassed at personal identification. Neighbors on the other side at that time — a Jewish family who from aged matriarch to adolescent boy



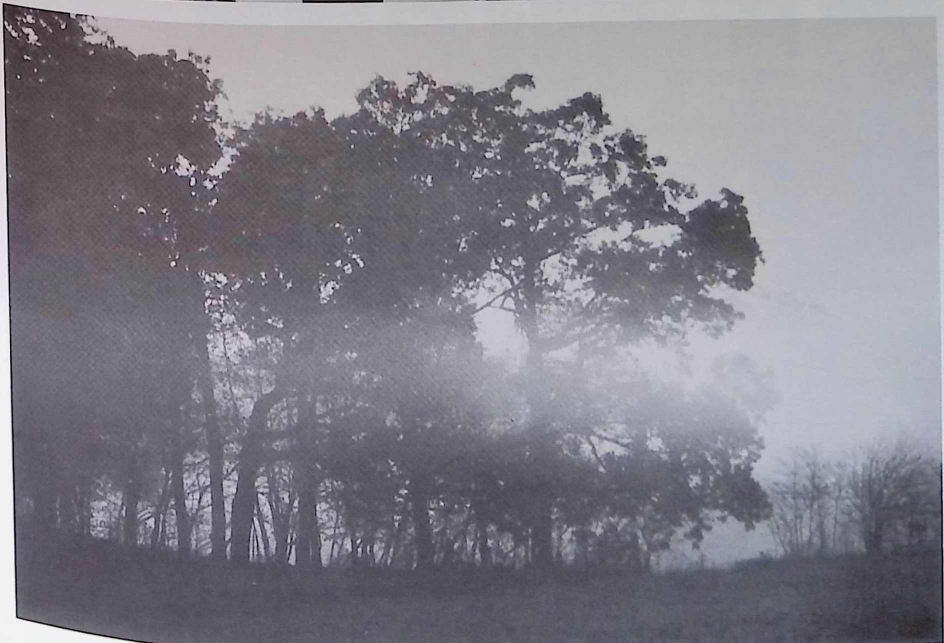






Area employment reached 108,000 in 1969, lowering the jobless rate to less than three percent, well below the national average. Nearly 43 percent of all area families have annual incomes above $8,000. One in four families earns more than $10,000 yearly.


HOUSE OF GOLF

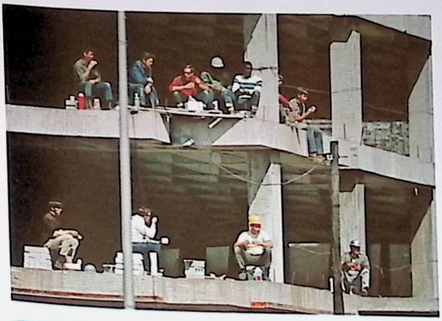


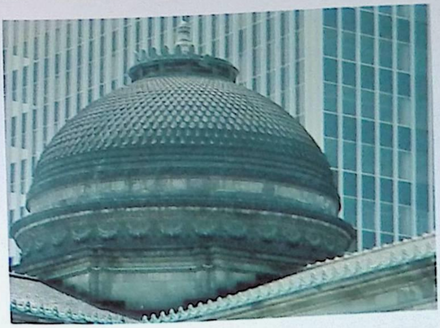


all loved dogs, our English bulldog almost as much as their own brave Labrador — would be similarly embarrassed if I named them. So would a black girl and a Croatian girl who were often in our house. And so would others be embarrassed, understandably, if held up to public show and gaze. For their sakes — and because it is surely not my purpose to cause discomfort — I'll preserve a respectable anonymity for all those I mention, while recording only the plain truth. Already I have disguised my friend Mike. It was under another name and general guise that he voyaged down the curving river in his canoe. And I'll now put false whiskers on my friend the retail merchant, lately dead but forever to be remembered.

▶ CONTINUED ON PAGE 61

While bold new structures of glass and steel climb skyward, many fine old buildings are being preserved. Three handsome new high-rise office complexes costing $32 million now share the changing South Bend skyline with others dating back to Civil War days.











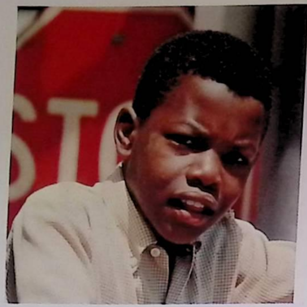


A closely knit colony of second- and third-generation East European immigrants has settled in the area's western neighborhoods. Among their favorite sons is former Cleveland Indians star Stan Kovaleski (A), a member of baseball's Hall of Fame.





Race relations in the St. Joe Valley have steadily improved in the past decade. The nation's first integrated construction firm, Builders United, was born here. Strong open-housing laws passed in the mid-'60s have become models for other cities. Today the area's black community, representing one of 10 residents, is leading in the renewal of large pieces of property in the inner city.





One of those responsible for federal help in such programs is the Honorable John Brademas (B), the area's young Democratic representative in Washington. An honors graduate of Harvard and a Rhodes scholar, Congressman Brademas serves as a trustee of St. Mary's College.



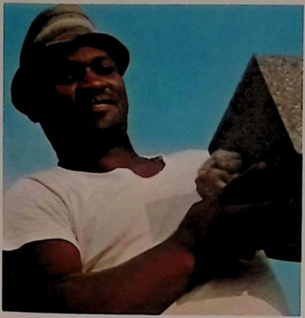
B



Among many nationally known figures in South Bend and Mishawaka is Ara Parseghian (C), coach of Notre Dame's Fighting Irish. When not directing traffic on the football field, Ara is a director of the local Big Brothers and the national Multiple Sclerosis Society, among others.





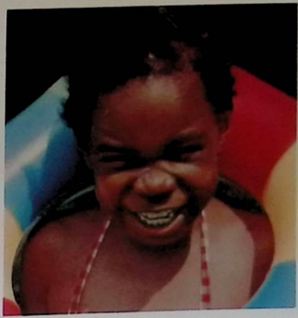


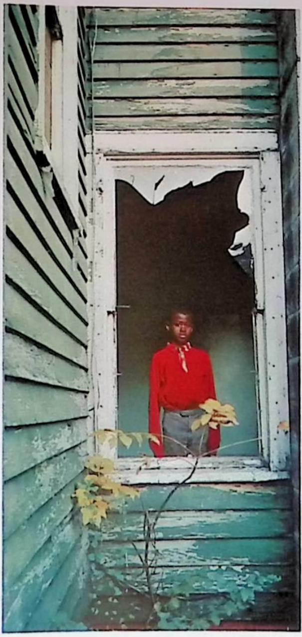


A





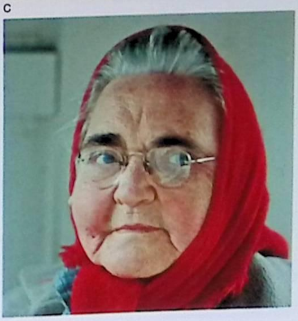








C



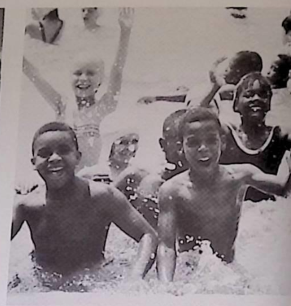
The St. Joe River meanders past and through many of the Valley's 20 parks. At several wide turns, water skiing is superb. The clean, tame river attracts boating enthusiasts of all ages and an occasional duck.

Each of the area's four seasons has a distinctive personality. Snow may fall any day between November and March, with accumulations averaging 48 inches. Annual rainfall is 35 inches. Temperatures average 71 degrees in summer, 31 degrees in winter. In 1969 the temperature soared to 94 on July 16 and fell to eight below on January 4.

Within 15 minutes of downto South Bend a new public ski has been built, tailored for th weekend athlete. For the mor accomplished there are the s resorts in nearby Michigan. L ice skating goes on at three artificial and 23 natural rinks.

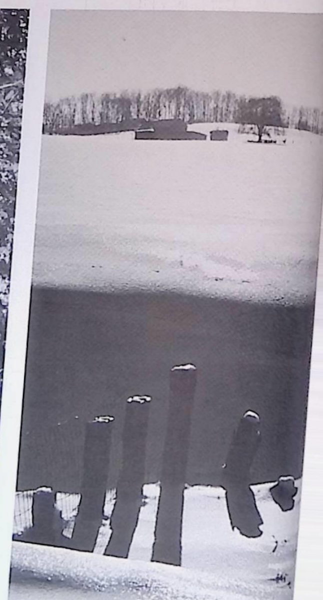












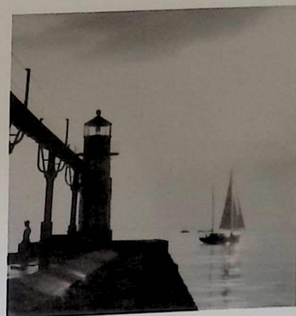


When heat and humidity soar, the area's five public pools do a torrid business. Warm weather also sends many to the 74 public recreation areas, covering 1,500 acres. Residents may choose from seven public and two private golf courses, 83 tennis courts and 104 ball diamonds, where there is league competition for sportsmen of all ages. Supervised programs are conducted each summer at 54 playgrounds.

Ninety miles west by superhighway is Chicago, the nation's second-largest city, a rich cultural, commercial and entertainment center. Thirty miles to the north are Lake Michigan's giant sand dunes and public beaches, open year-around. Indianapolis is another regional center of business, industry and recreation, two hours to the south by car and site of the famous "Indy 500" auto race.

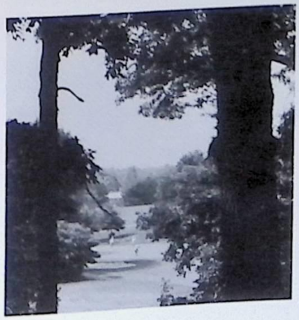
The heavily wooded and gently rolling northern Indiana countryside provides ample opportunity for hiking, bicycling and hunting. Within 50 miles of South Bend and Mishawaka are 150 lakes suitable for swimming, boating and fishing.

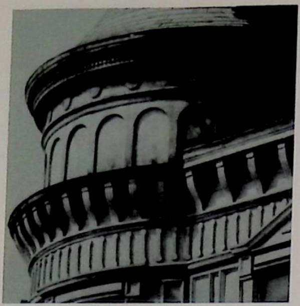


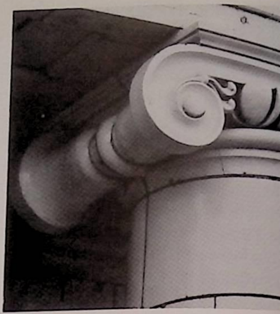


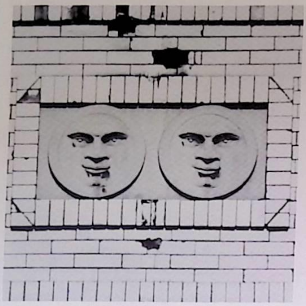


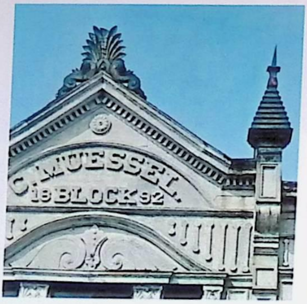






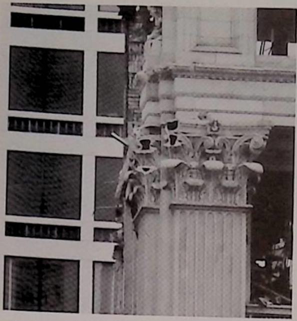


חברה בני ישראל




C. MUESSEL
18 BLOCK 92

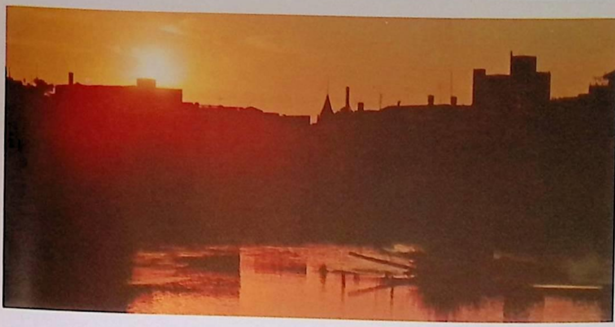




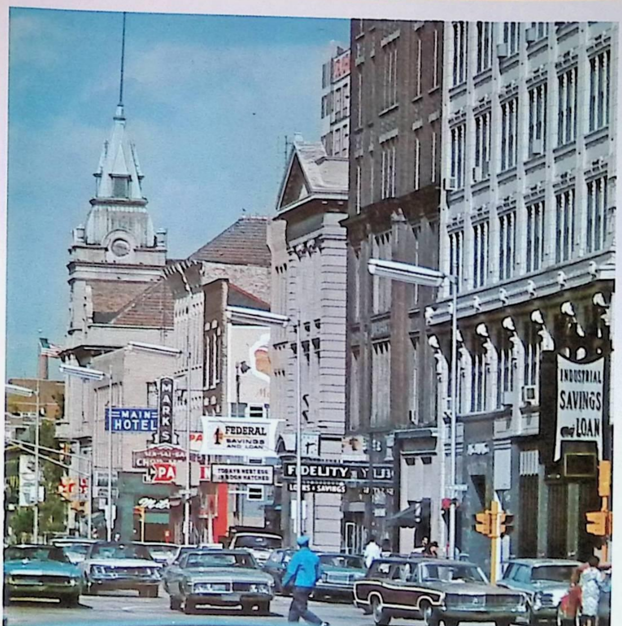




Local residents are surrounded by a unique style of architecture native to the Midwest. High roofs, distinctive windows, turrets, large porches and colorful ornamentation recall a period of grace and style. Several Frank Lloyd Wright homes accentuate the highly individual character of the older neighborhoods.



An imaginative $30 million downtown renewal will, by the mid-'70s, make South Bend a showplace of modern urban planning. The project, covering 138 acres, embraces 291 existing buildings. Of these, 80 percent will be cleared to make way for a landscaped pedestrian mall, new commercial structures, a post office, modern off-street parking garages and an $11.6 million cultural center. It is projected that the renewal will result in new private construction amounting to $200 million.



Adjacent to South Bend's downtown renewal area is a 640-acre commercial and residential tract to be revitalized with the help of a six-year Model Cities grant from the federal government. Public and private funds totaling $15 million will enable the area's 15,000 residents to remove blighted buildings, refurbish existing ones and preserve the rich historical nature of the neighborhood. The area, in which the number of blacks and whites is nearly equal, was once a station on the underground railroad, which moved former slaves from South to North. South Bend is one of 150 American cities sharing in this new program of physical and human rehabilitation.



American National Bank

Place and Company

Northern Indiana
Public Service Company

University of Notre Dame

Gilbert's

Town & Country Shopping Center

Hickey Construction Company

Allied Products

Service Printers

Wooden Keg

Indiana Bell

Frank Sullivan Associates

Bath Insurance Agency

Prickett's Supermarket

Dearborn Fabricating
and Engineering Company

South Bend Tool and Die Association

Ehninger Florist and Gifts

Northwestern Mutual Life

First National Bank of Mishawaka



A healthy industrial and business community embraces many unique members. Bankers, realtors, clothiers, builders, machinists — all contribute, relying on one another for needed assistance. In the following pages, many of these firms describe their contributions to the vitality of South Bend and Mishawaka.

a great resource in a great community

The University of Notre Dame and the greater South Bend area have grown side-by-side since 1842, each supporting the other's development through the years.

Today, through education, research and service, the University is linked to the community — locally, nationally and internationally. Its faculty and facilities constitute a great resource, in a very special way to those who live and work "where the river bends."

Four of the many ways in which Notre Dame serves the South Bend-Mishawaka area:

Center for Continuing Education (upper right) with its 400-seat auditorium, 22 seminar rooms and unparalleled audio-visual facilities, is a veritable crossroads where academic, business, professional and civic groups confront the issues and problems of our time. Dr. Thomas P. Bergin, Dean.

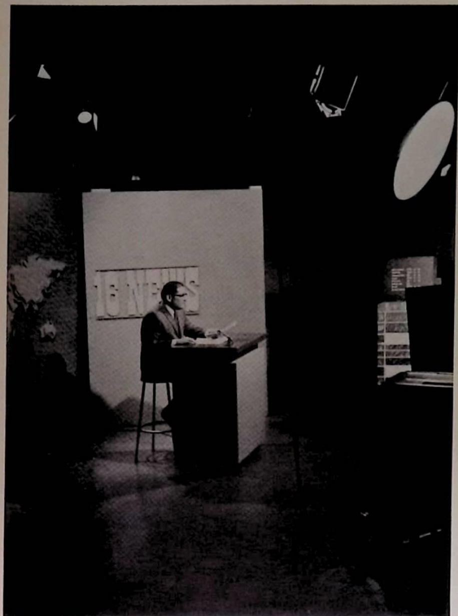
Morris Inn (lower left) whose 91 guest rooms, all with color TV and private dressing room, fine cuisine and private function facilities are unsurpassed. A modern hotel amid ivy-covered halls, offering the warm hospitality for which Notre Dame is celebrated. Mr. John Rash, Manager.

Athletic and Convocation Center (lower right) in its twin domes, can accommodate conventions and other great events seating up to 12,500, sprawling exhibitions, dinners for as many as 1,400 — just about anything, in fact, from a circus to a symphony, from a mobile home show to an Episcopal Church convention. Mr. John Plouff, Managing Director.

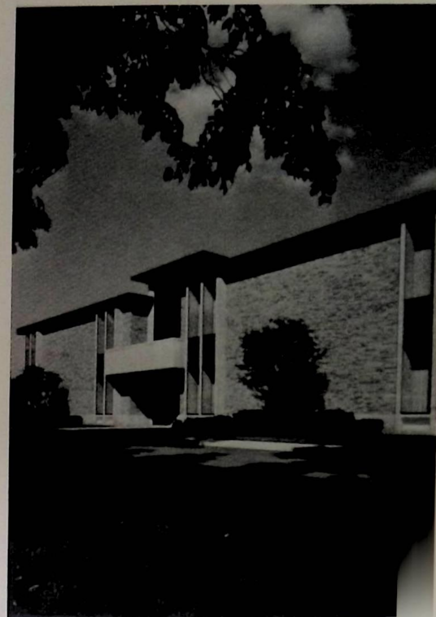
WNDU Television and Radio (upper left) with their programs of entertainment and information, help link the families of the South Bend area with each other as well as with the nation and the world. With new high tower and power facilities, the Notre Dame stations are the advertiser's key to a major market of 630,000 homes in northern Indiana and southern Michigan. NBC Television and ABC Radio. Mr. Wm. Thomas Hamilton, Executive Vice President and General Manager.

University of Notre Dame

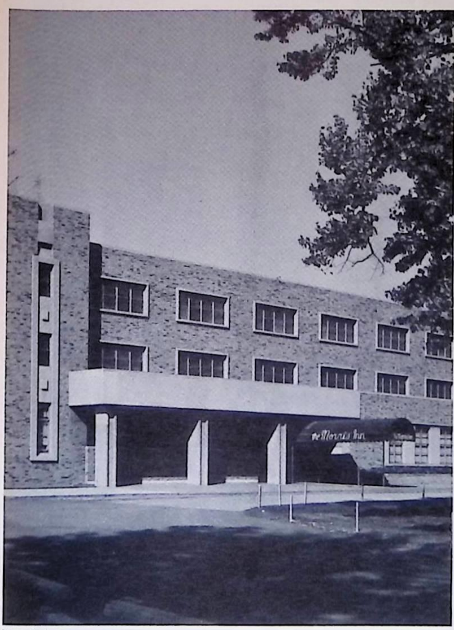
Education-Research-Service



WNDU Television and Radio



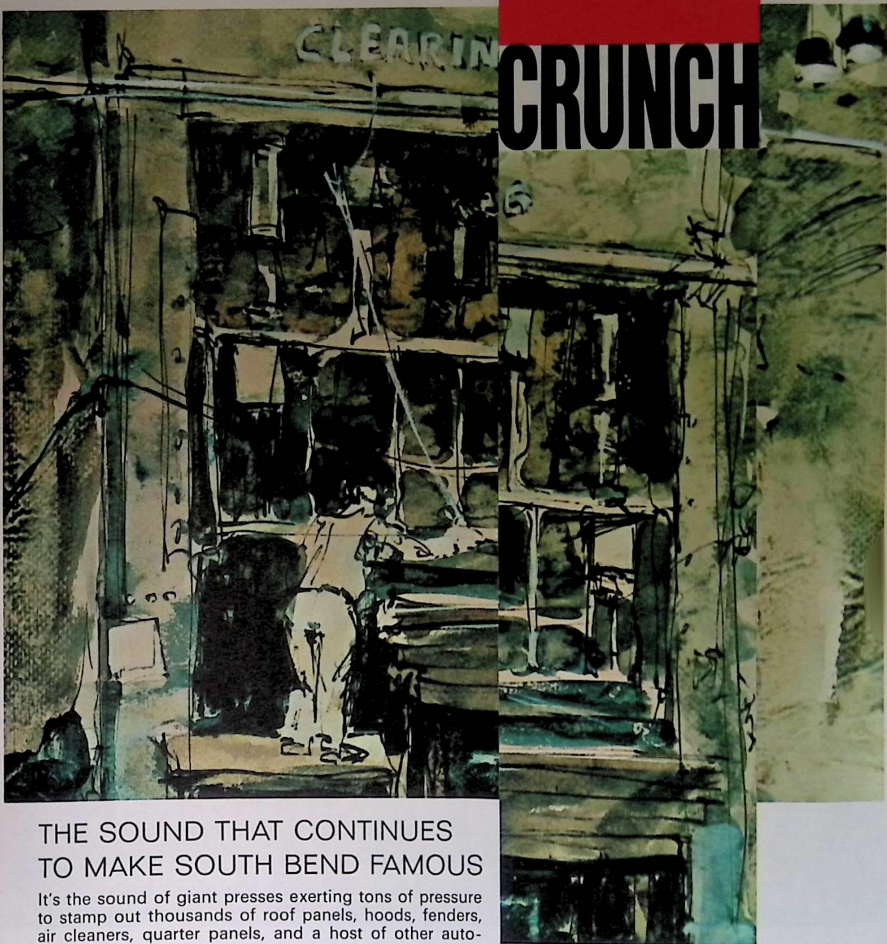
Center for Continuing Education



Morris Inn



Athletic and Convocation Center



CRUNCH

THE SOUND THAT CONTINUES TO MAKE SOUTH BEND FAMOUS

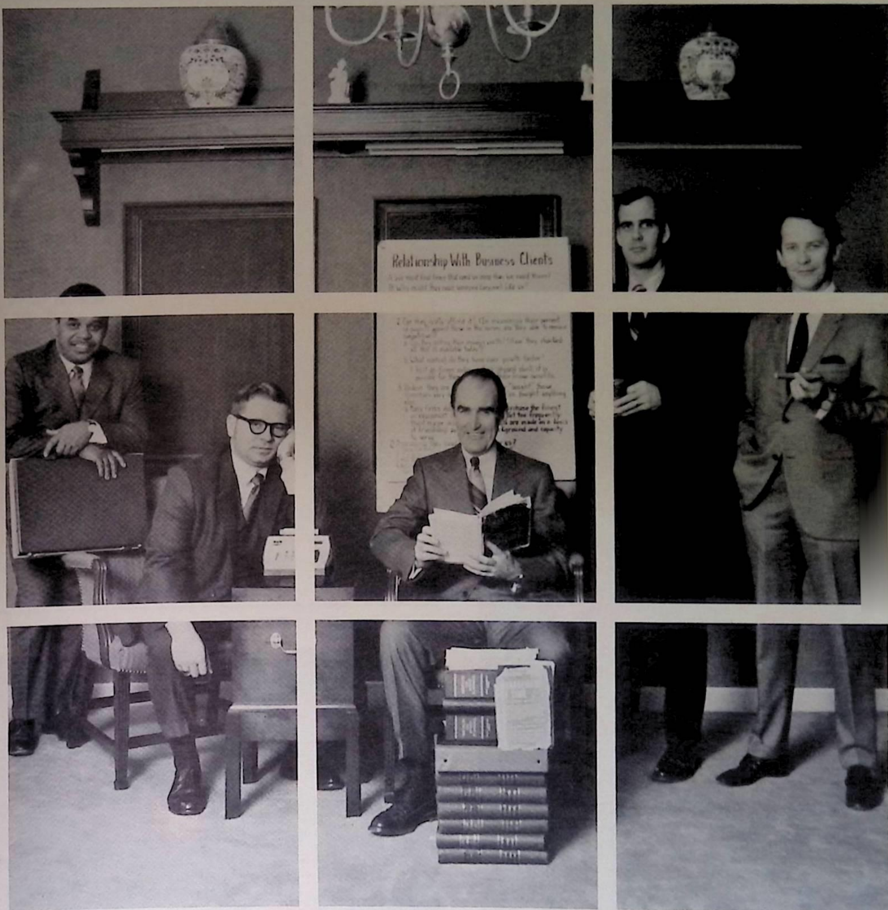
It's the sound of giant presses exerting tons of pressure to stamp out thousands of roof panels, hoods, fenders, air cleaners, quarter panels, and a host of other automotive parts every working day.

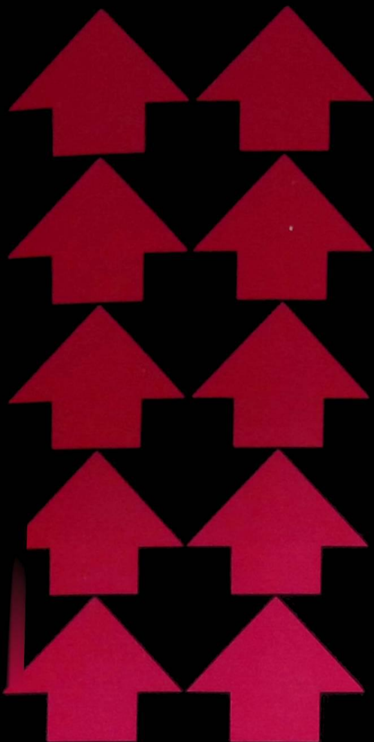
But we don't stop there. Under 3,000,000 sq. ft. of roof we also have complete bonderizing, priming, wrapping, storage, and shipping facilities. Unlike any you have ever seen in the industry.

And when we're not busy making many of the world's most dependable auto stampings and sub-assemblies, we crunch out things like bathtubs for mobile homes and garden wheelbarrows.

We at Allied's South Bend Stamping Division are proud of the role we have played in the continuing resurgence of our community. Good things happen for everyone when the right mix of product and people get together.

ALLIED ***PRODUCTS CORPORATION***
SOUTH BEND STAMPING DIVISION
601 W. BROADWAY • SOUTH BEND, INDIANA 46624 • AC 219•287•7253


Relationship With Business Clients



Need a lift?

Hitchhiker or industrialist, sooner or later you find yourself in need of a lift. And at Dearborn we specialize in making equipment to move things — quickly and efficiently — from point to point. For your materials handling needs we provide durable cranes, conveyors and lifts of all types as well as distributing Cleveland tram rails. That's why industries such as Kaiser Jeep, Wheelabrator, Dodge Manufacturing, Wheelhorse, Uniroyal, Chrysler and Ford rely on Dearborn — an important part of South Bend's industrial growth since 1946.

Dearborn Fabricating and Engineering Corporation of Indiana and Michigan

Bath Insurance Agency Inc.

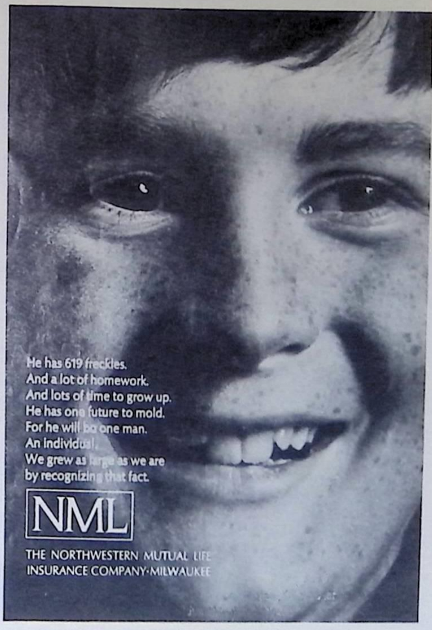
qualified personnel to serve insurance needs of industrial and commercial accounts



Prickett's Supermarket

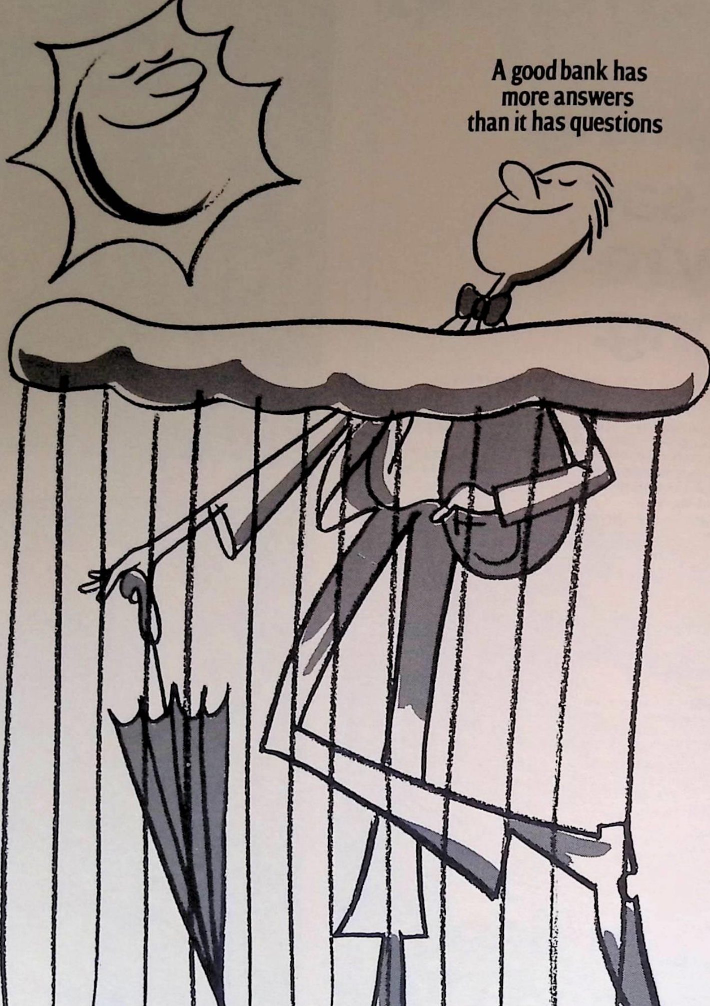
4005 Lincoln Way East, Mishawaka





He has 619 freckles.
And a lot of homework.
And lots of time to grow up.
He has one future to mold.
For he will be one man.
An individual.
We grew as large as we are
by recognizing that fact.
NML
THE NORTHWESTERN MUTUAL LIFE
INSURANCE COMPANY·MILWAUKEE

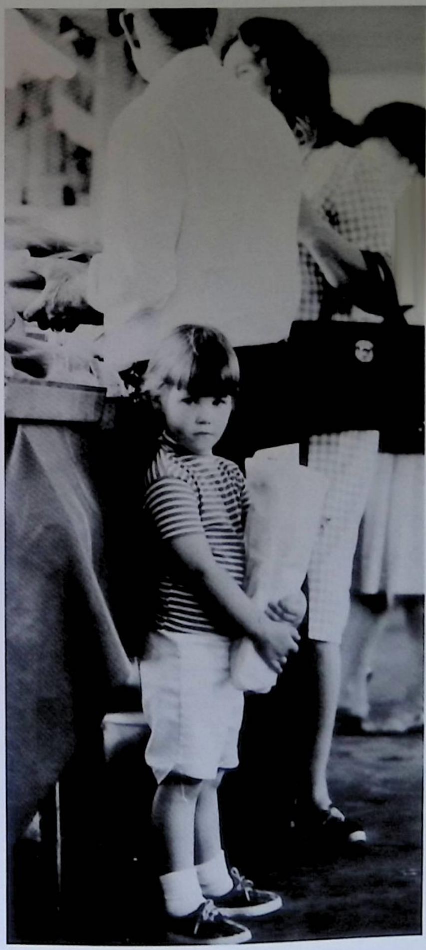
The FIRST NATIONAL BANK OF MISHAWAKA is the best of all possible banks . . .



MEMBER F.D.I.C.

◀ CONTINUED FROM PAGE 39

My wife and I met this friend outside his downtown store on Washington Street one sunny October afternoon soon after we had moved here. He was standing there looking cheerfully at the sky while we were looking wistfully into his show window. Those were deep Depression days, and we had no money. He had a fine old solidly established business, which valiantly weathered those dark economic years. He said hello and we said hello,



and we started to talk on the sidewalk there, in the bright cool sun, under the white coasting clouds, with people clicking past this way and that on the cement. The immediate result of this meeting was that, without any kind of salesmanship exerted by him, we opened a charge account at his store. I told him I might be slow pay. He said the hell with that. "You keep your word, don't you?" I told him I tried to. "Then what are you worrying about?" he said.

The eventual result of that meeting was honest affection. For many years, passing his store, I used to stop in not always to buy or even pay my bill but just to say hello to him. Fifteen or 20 years later – I must have seemed to him to have grown more responsible – he let me in on a secret not too many of his customers shared. In his back office he kept what he called his "jug." It was in fact a glass bottle containing amber liquid. Informal chemical analysis proved this fluid to be bonded sour-mash bourbon.

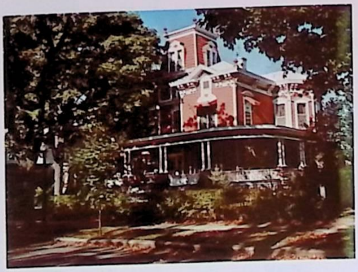
To special friends he would occasionally offer a private nip at the jug, not as a business come-on and not in a promotional way but in sheer conviviality, though often he abstained himself and seldom offered a second nip. He was a happy and generous man, not a wit, not a great mind, not a leader seeking applause or yearning for glory, but one of the truest, most open, honest and real human beings I've ever known. I grieved at his funeral and still miss him when I visit his store, where that old charge account is still unclosed.

Nowadays I usually pay bills approximately on time. I couldn't always do so. Few professors and even fewer serious writers are affluent. I've been a writer-teacher most of my life and am still able to do no more than try to keep even. Sometimes I wonder

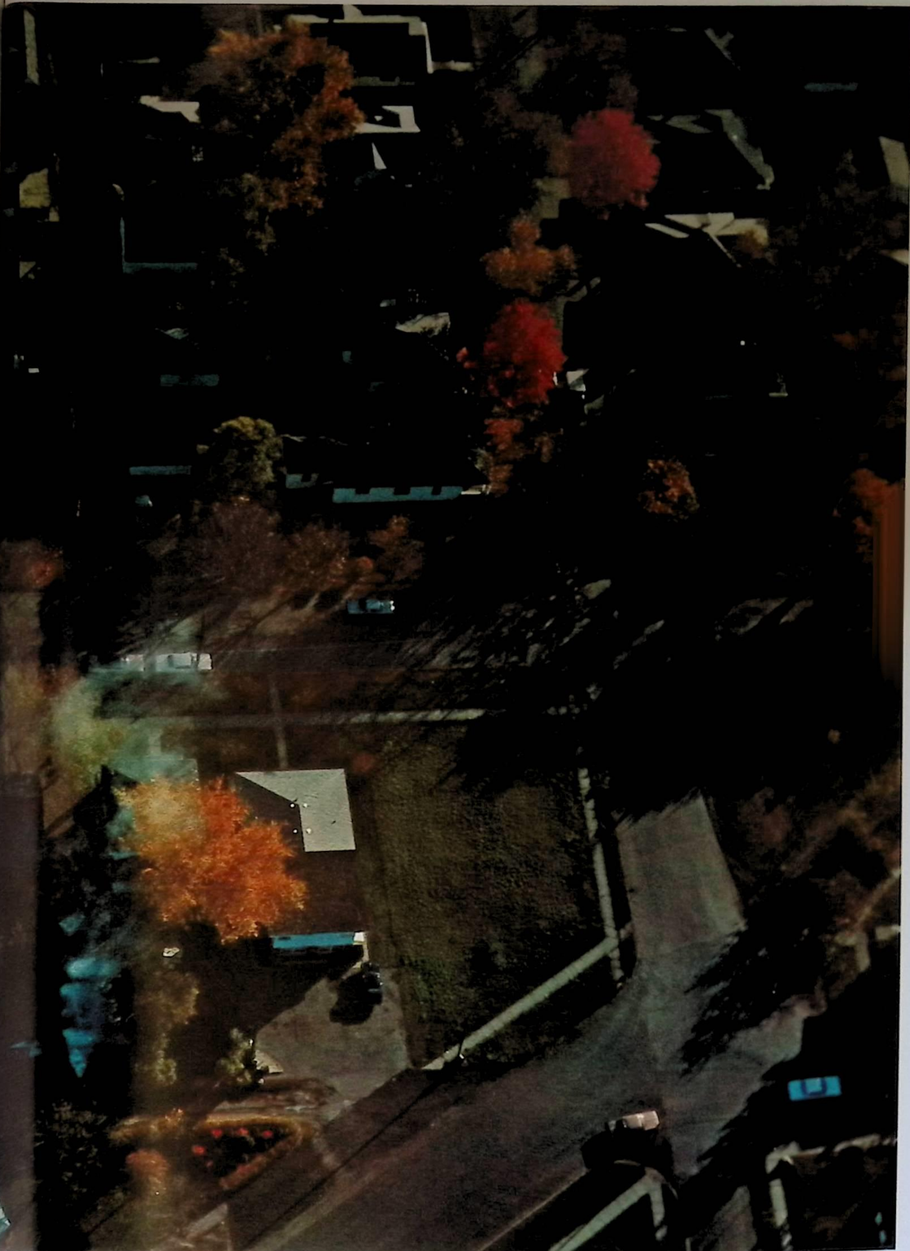


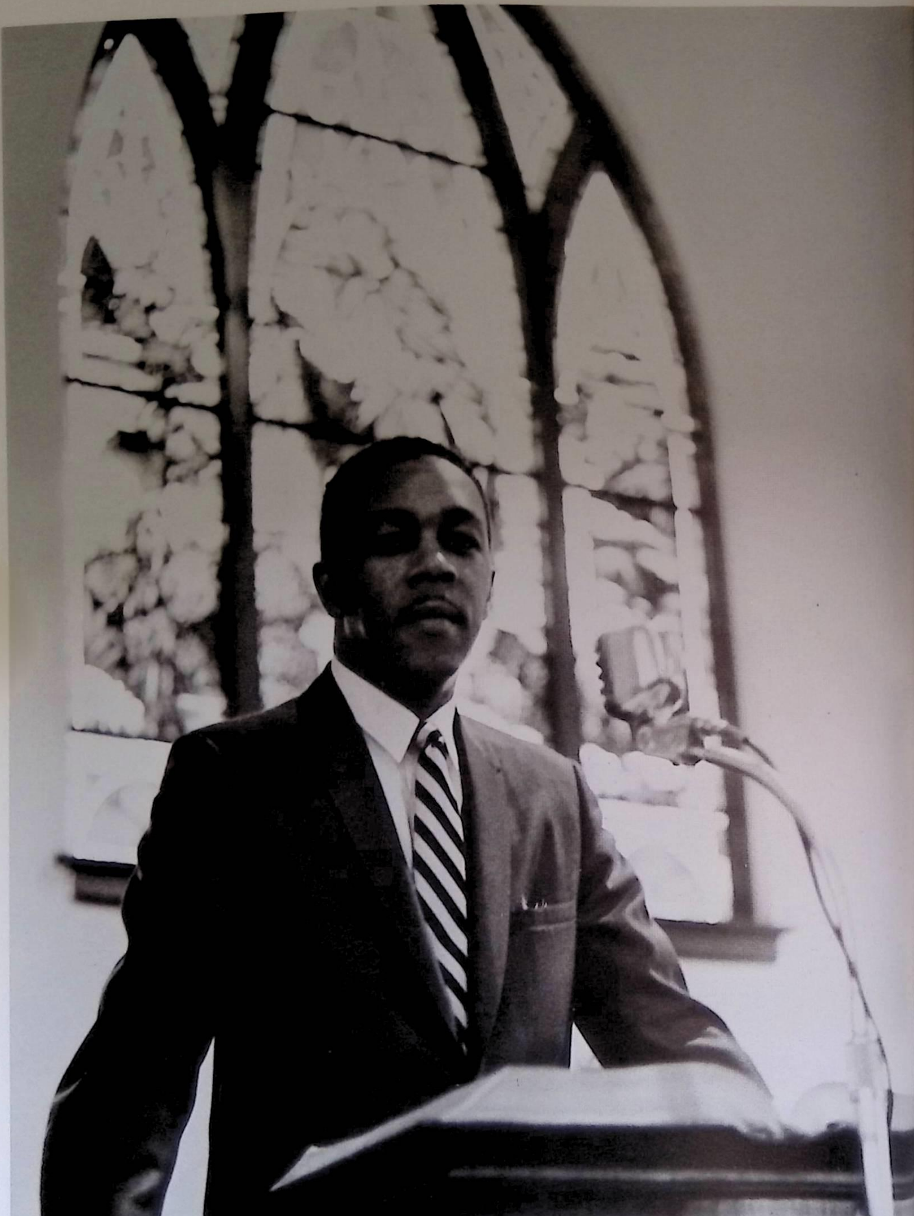


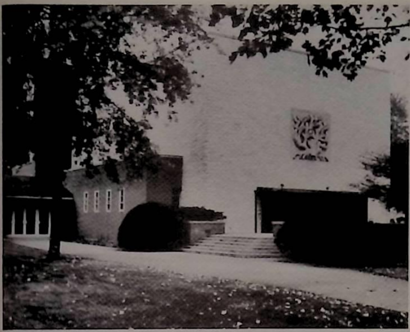




Despite rising costs, 613 homes were built locally in 1969, their cost averaging $21,200. Public and private apartment units numbering 938 opened. Cost of all housing starts reached $21 million.











The strong religious life of local families is reflected in the vitality of their 164 churches and synagogues. These include 133 Protestant congregations, 26 Catholic parishes and four Jewish synagogues. A recent survey showed Protestants constituting 57 percent of the population, Catholics 35 percent, Jews two percent and others six percent.

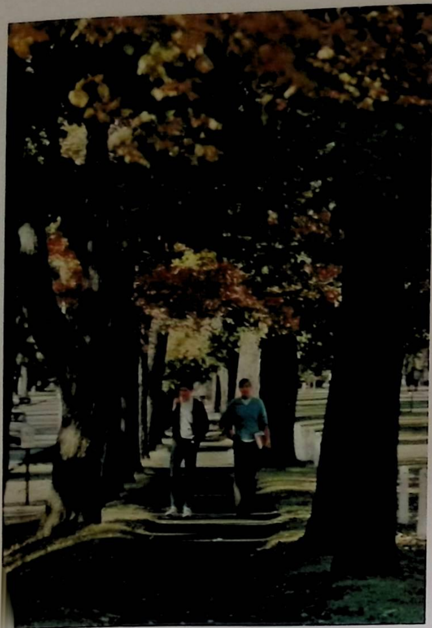
what the credit situation is today in this community for young couples with children, like my wife and me many years ago, peering at the goods in a store window. I hope it is not a cold, computerized climate of credit. I trust that some strong personal confidence in human nature still endures.

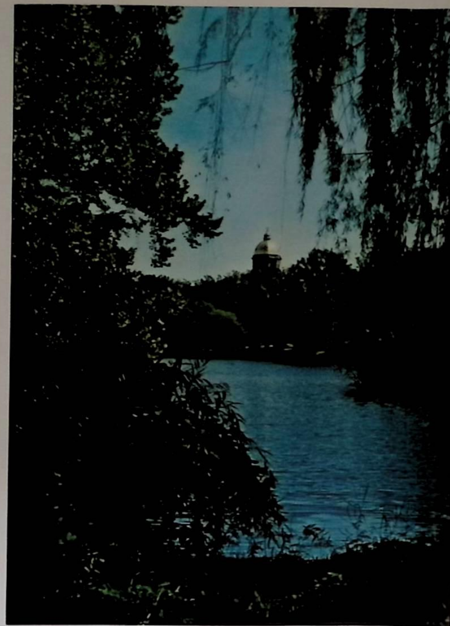
Frankie — now up in years and moved back to Pittsburgh — had this personal confidence. He owned and operated the finest grocery store, meat market, fresh fruit and vegetable spot in town — excepting, of course, the cooperative Farmers' Market — and he told me once that while there were a few people, unnamed, from whom he never expected to get his money, he would still gladly let most people, including me, charge food as they needed to and pay for it when they were equipped to.

I have a feeling, maybe no more than a hope, that this sense of person-to-person faith still exists in this community, beyond all electronic credit systems.

The two good lawyers I've had need to consult, separately and years apart, must have conspired never to send me bills, even after repeated requests. Doctors of medicine — with one ancient exception — have gone easy on me and my family. My own good doctor regards mention of money as a breach of manners and is much more concerned about a pound I gain or an hour I don't sleep than he is about gross economic realities. I long ago made a pact with my dentist never to pay him in full for family repairs lest such an emphatically settled account ever seem to either of us in any way terminal.

At the Farmers' Market out on Eddy Street everything must understandably be cash on the line. And this market — a couple of great block-long parallel wooden halls joined at the inside middle of each by a Siamese crossway — is a joy. Freshly plucked fruit with the dew still on it, bright vegetables







picked or dug in due season, eggs direct from the hen, meat hung for aging or fowl dressed the morning it's sold, hickory-smoked bacon, great sponge mushrooms when the time is right, flowers — fresh flowers, from early spring to late fall — and sometimes puppies or kittens sprawling and squirming in a cardboard carton, rocks and stones, slabs full of fossils, fat stuffed sausages, grapes and squashes, during the cold months old black iron stoves on tin bases blasting out red-hot heat into the crowded aisles of jostling shoppers before Thanksgiving and Christmas — that's the Farmers' Market.

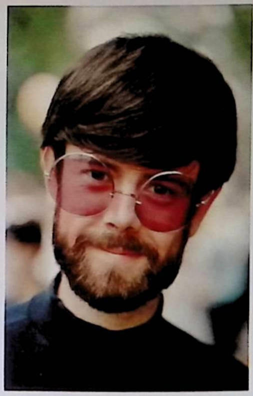
My trustful friend, Frankie, never had such a place, much as he loved to provide food. Frankie was a little, glossy pink-cheeked man, generous by nature, Italian by descent.

Being Italian put him into one of the smaller of the local nationality groups. South Bend's big immigration of a few generations back was Polish and Hungarian, with a good many Belgian families coming, too. There is still some very real closeness among the nationalities, yet in my own time here I have seen the old melting pot actively at work. Intermarriage, the slowly diminishing practice of old-world customs, the gradual adoption of new regionally rooted ways have all been operating here as they have in other parts of America. The King of the Gypsies no longer walks down Michigan Street. I never knew him except by sight — a stocky, swarthy, round-faced man who wore his hair in a black bob — and I have no notion as to the legitimacy of his claim. But it was pleasant to pass even alleged royalty on a downtown street corner.

Today this community at the bend of the river seems to me in one way an absolutely representative American Midwestern one. In another way (and I don't think I feel any inordinate residential pride) it strikes





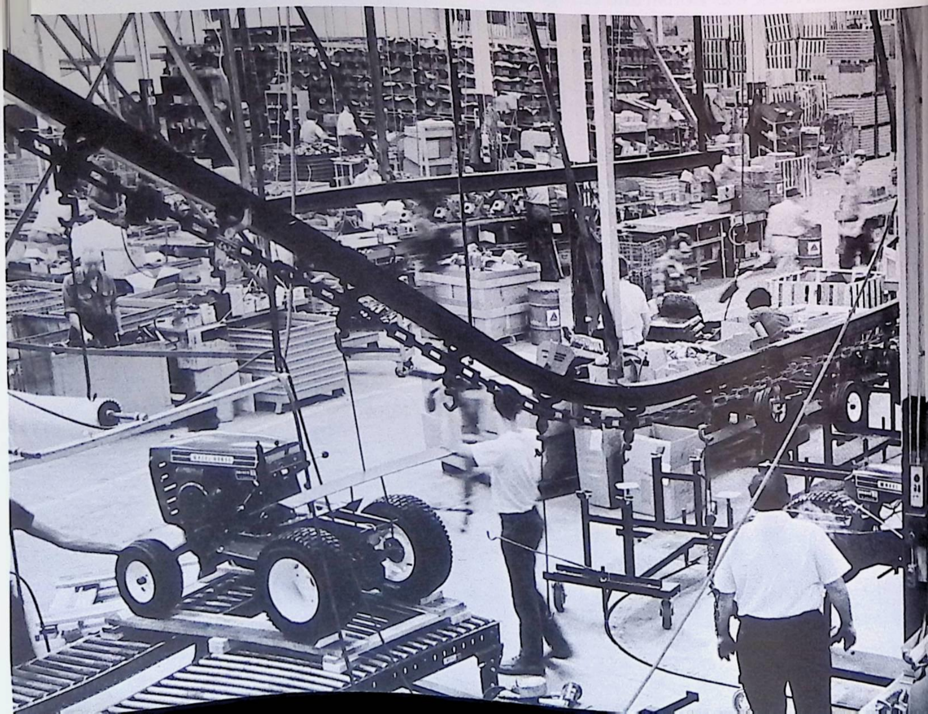


Area residents enjoy one parochial and three public school systems. Several private schools, including two employing Montessori methods, are open to local children. Institutions of higher learning include Notre Dame, St. Mary's College, Indiana University at South Bend, Bethel College, Holy Cross Junior College, Indiana Vocational and Technical College, two schools of nursing and a college of commerce.

me as perhaps an unusually plucky and therefore extraordinary community. It has come back, time and again, from hard economic batterings. The most recent comeback, and certainly the most dramatic one I can remember, came after the abrupt closedown of the Studebaker plant.

That aged firm, its name so well known in the automotive industry, was making Conestoga wagons in South Bend long before the internal combustion engine revolutionized the travel habits of every man, woman and child in the country. Those wagons had a great deal to do with opening up the whole spread of the continent, and the name Studebaker was mighty. A long-established auto maker, the firm came back hard at the close of World War II but then slowly began to fade. The product was as sturdy as ever. The first Studebaker Hawks were probably the handsomest cars built in America since such legendary numbers as the Dusenberg and the Stutz Bearcat went their misty way. But the automobile industry is huge. Independent Studebaker constituted but a tiny fraction of it. The company went through various stages of reorganization and changes of management, and then just before Christmas in 1964 — unquestionably bad timing for public relations — the announcement of final, absolute closing of the plant came out clear.

The jolt to South Bend was not just severe — it was traumatic. Shock waves stayed in the air of the St. Joseph Valley for months. And it's fair to say that some persons, some families, never got over the disaster. I'm thinking particularly of a black friend of mine, a man about my age. He'd worked at Studebaker for almost 20 years. He hasn't been able to find anything like a comparable job since. It relieved him when his young nephew got a scholarship to a famous Eastern boarding school and



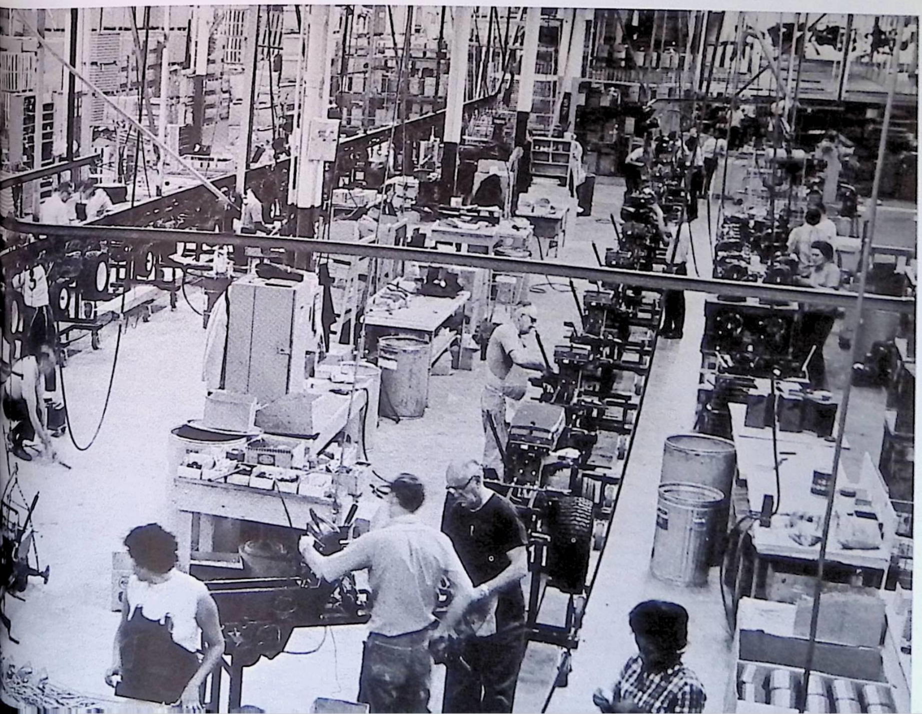
then, last year, to a famous Eastern university. But he still didn't have his job, and he knew he never would. Two elderly sisters who worked in offices at Studebaker were so downcast by what seemed betrayal that they both literally withered away, and one after the other died within a year. The loyalty of Studebaker workers to their plant always impressed me. There was a pride of place and work and name. The closing of the plant, though obviously it was only a property manipulated by interests outside this community, idled thousands of individual human beings within the community.

Yet almost at once — and this is what I meant by using words like "plucky" and "extraordinary"— people here got desperately busy planning. Men in business, men in industry, academic men, social workers, city, state and federal experts together started picking up the pieces which had been scattered.

They didn't merely meet and discuss; amazingly, they got things done. Retraining programs and placement programs started up quickly. It wasn't all efficient or universally successful. But new building, new industry, new business kept responding to invitations. After a shattering blow, South Bend reeled, then fought back. And it won.

▶CONTINUED ON PAGE 89

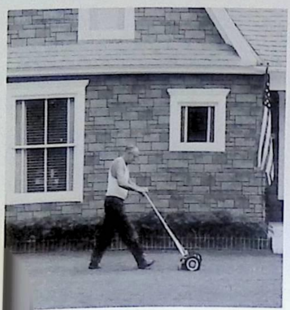
One of 432 local manufacturers is Wheel Horse Products, a leading producer of garden and lawn equipment. The 1969 manufacturing payroll in South Bend area industries was $321 million.

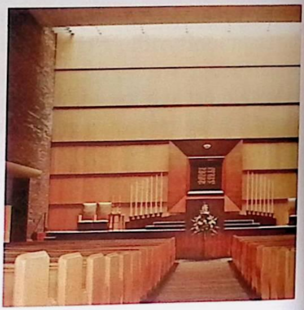
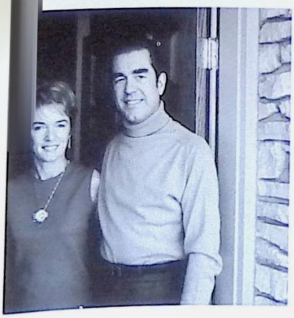
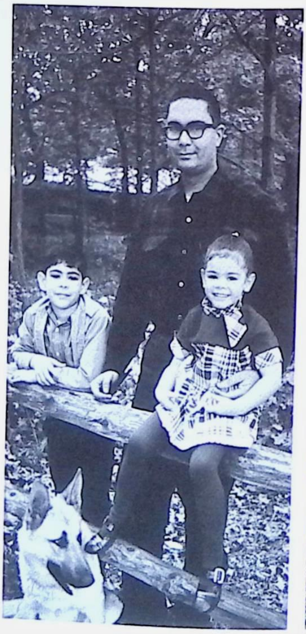
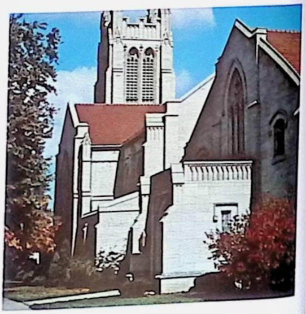


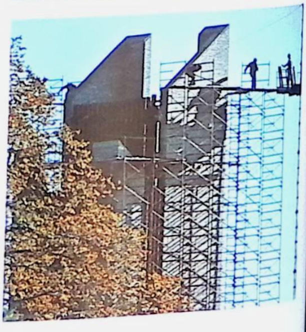
Careful home maintenance is a characteristic of local residents. In 1965 Mishawaka was voted one of the country's 10 cleanest cities in a national competition. Each year the city sponsors a campaign of home and business improvement.

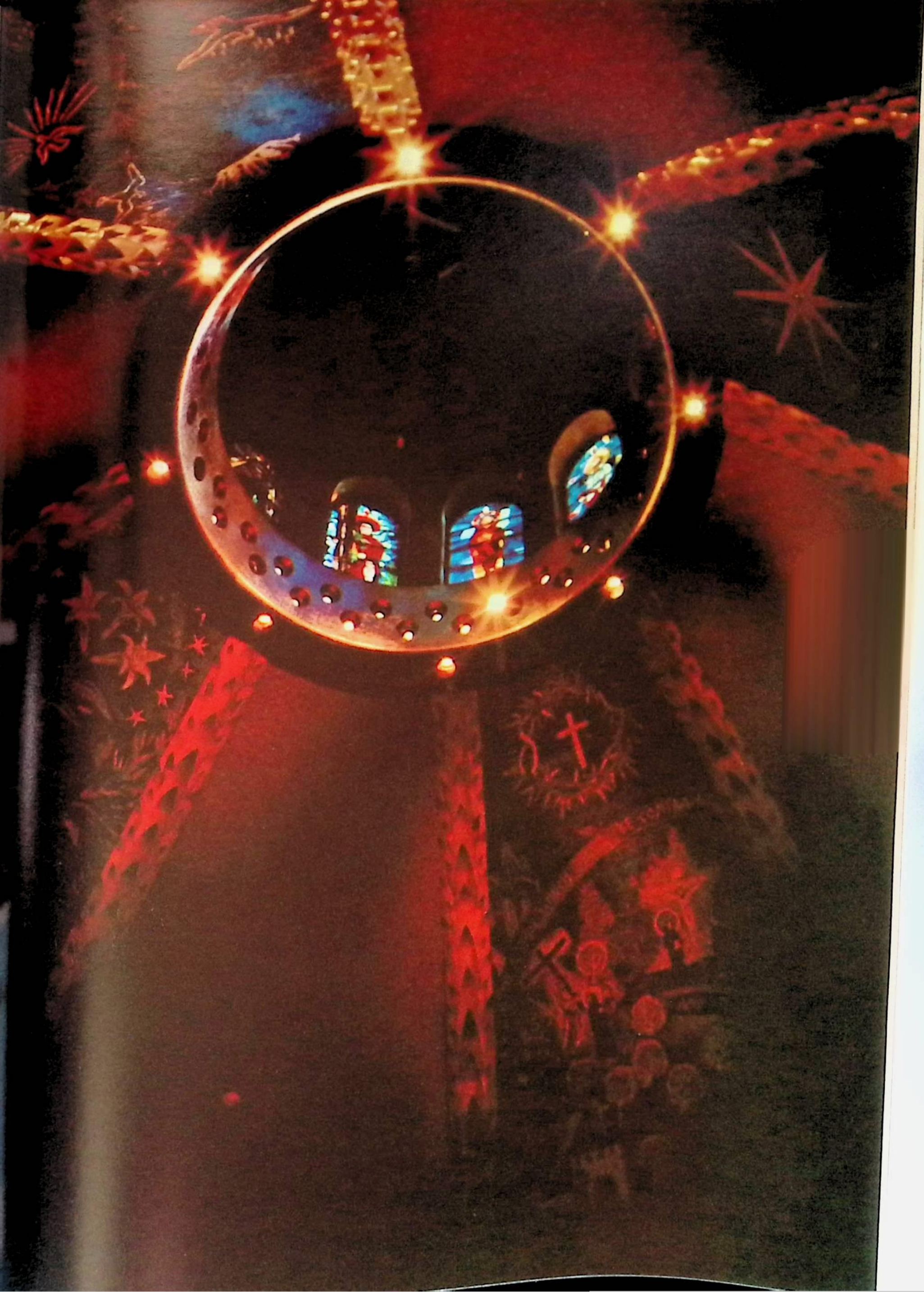
Homes of all types and prices are available. A wide assortment of apartments, with rents ranging from $85 to $250, can also be found in most parts of the Valley. Several housing projects featuring luxury units will be erected along the river by the mid-'70s.

A spirit of community exists between religious denominations, as demonstrated through interfaith worship services and youth programs. Another ecumenical program is "Project Commitment," begun in 1969 to develop greater understanding of interracial problems. South Bend is also site of the Episcopal Cathedral of St. James of the diocese of northern Indiana. The cocathedral for the Catholic diocese of Ft. Wayne-South Bend is located on the city's southeast side.



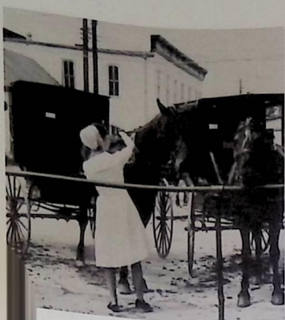


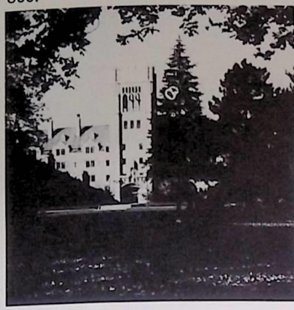


The area's third-largest employer, the University of Notre Dame, is a self-sufficient city of 7,800 students and 2,600 faculty and staff. Its 1,000-acre campus lies four miles north of the center of downtown South Bend. Now in its 128th year, the University consists of four undergraduate colleges, law and graduate schools and several academic institutes and centers.

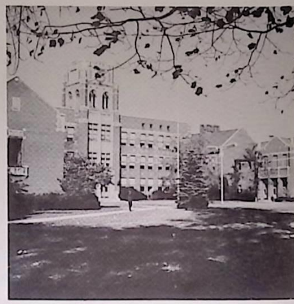
St. Mary's College (A), situated on 275 acres along the St. Joseph River, is a women's liberal arts institution with an enrollment of 1,700 students. The 125-year-old Catholic school has opened an extensive student exchange program with neighboring Notre Dame. Students in either school may now enroll in courses of study at the other. Adjacent to St. Mary's is the 165-acre campus of the new $2.5 million Holy Cross Junior College (B), a two-year, coeducational liberal arts school enrolling 300.

The regional campus of Indiana University at South Bend opened in 1967 and now enrolls more than 4,000, a figure expected to double by the mid-'70s. The curriculum offers bachelor's degrees in 13 majors and master's degrees in science, elementary education and business. Bethel College, established in Mishawaka in 1947, is a four-year, liberal arts, coeducational school specializing in teacher training. Over 500 students are currently enrolled.





A

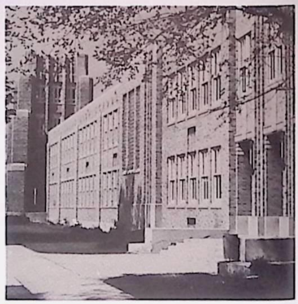


D

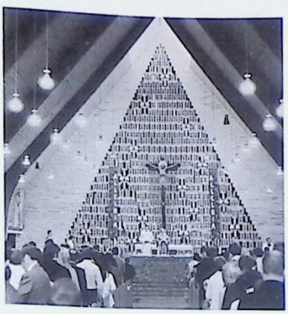


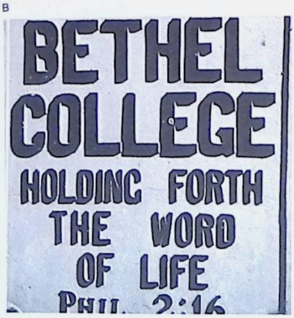


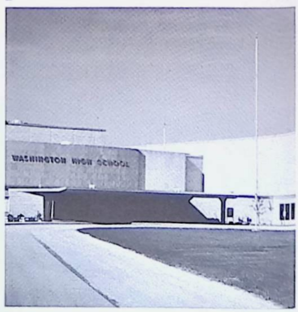
B



E





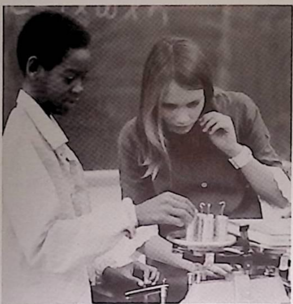


F

Other schools include Indiana Vocational Training College — Ivy Tech — with a program in data processing and computer programming, automotive technology, commercial art, electrical and electronic engineering, machine shop practices and other classes of a vocational nature. The South Bend College of Commerce offers one- and two-year courses. Several schools offer day and evening instruction in die design and electronics.

A man known throughout the world for his work in education, government, public affairs and science is the Rev. Theodore M. Hesburgh, C.S.C. (G), president of the University of Notre Dame and chairman of the U.S. Civil Rights Commission. In addition to his many national activities, he also is active in the South Bend-Mishawaka Urban Coalition and the Big Brothers.

Nearly 45,000 students attend the 60 public schools in South Bend and Mishawaka. Among the high schools in the area are Mishawaka (D), John Adams (E) and Washington (F). Another 7,500 are enrolled in 21 parochial and private schools. Special education for the mentally and physically disabled is among the best in the nation. Adult education programs are attended by 2,000.





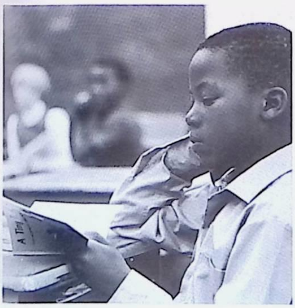






G









The trademarks at right reflect the broad economic base of a highly diversified market in which 34 percent of those employed work in manufacturing. The Bendix Corp. is the Valley's largest employer, engaging 8,800 at its five area installations. Clothing retailer Paul Gilbert (A) typifies the durability of the local business community. When Studebaker left in 1963, he went on television and inspired area residents to action with the words: "This is not Studebaker, Indiana; this is South Bend, our home."

A leader in the financial community is Richard Rosenthal (B). A former Notre Dame All-American basketball captain, he became the country's youngest bank president at 29 in 1962. His St. Joseph Bank & Trust Company has moved into a striking new 15-story building in downtown South Bend. Rosenthal is n his second term as president of area Chamber of Commerce.

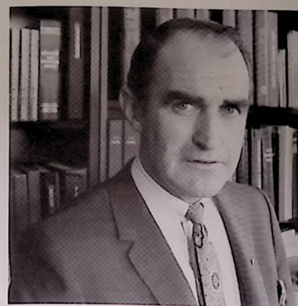
nk Sullivan (C), a local insurance cutive, is past-president of the surance industry's elite Million Dollar Round Table. President of the area Urban Coalition, he is a perennial participant in fund-raising drives for local charities. Civic leadership of the highest order in this community is synonymous with the name of O. C. Carmichael (D), board chairman of Associates Corporation of North America. Successor to the late city father and founder of Associates Investment Company, Ernest M. Morris, Dr. Carmichael sits on the Notre Dame and St. Mary's boards of trustees.

Cecil Pond (E), who helped his father assemble the first Wheel Horse tractor in their South Bend garage, is one of several young natives who have moved into positions of business prominence. Stanley Ladd (F), president of the St. Joseph County AFL-CIO, played a role in the birth in South Bend of the United Auto Workers during the 1930s. He also is a annual organizer and leader of the area's United Fund campaigns.


A


B




C


D




E



F


UNIROYAL

RACO
ROACH APPLETON MFG.

SEARS

VALLEY
Bank & Trust
Company

DRIVE IN PLAZA

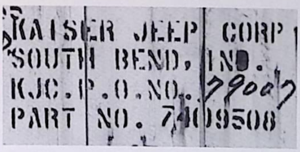
O'BRIEN
CORPORATION

1
IN SOUTH BEND

Bendix

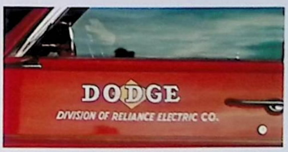
SOUTH BEND RANGE CORP.

SOUTH BEND LATHE


THE
TORRINGTON COMPANY
BANTAM BEARINGS DIV.

KAISER JEEP CORP
SOUTH BEND, IND.
KJC. P.O. NO. 79007
PART NO. 7409508

AMERICAN NATIONAL

FIRST
NATIONAL
BANK
BUILDING
OFFICE ENTRANCE

W

DODGE
DIVISION OF RELIANCE ELECTRIC CO.

SOUTH BEND TOY
MANUFACTURING COMPANY, INC.
1012 HIGH STREET, SOUTH BEND, INDIANA 46623



SMITH-ALSOP
PAINT
ashington
SHOE REPAIR
QUICK SERVICE
SHOE HOSPITAL
3 MIN. HEEL SERVICE

Mossberg and Company

White Oliver

Skyline Corporation

The National Bank

Kuert Concrete

Reith Riley

Gates Chevrolet

Morse Electric

Shippers Dispatch

Gibson Homes

Colip Brothers Electric

Portage Realty

Wheelabrator

Associates Corporation of North America

Spiro's

Wells Electronics

Schumacher-Sons, Inc.

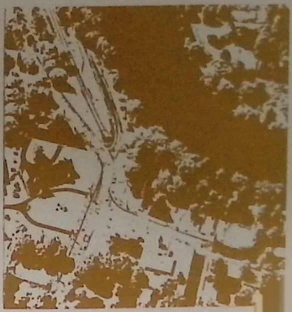
Manpower

Tower Federal Savings and Loan Association

The Ridge Company

Sears

Burkhart Advertising



Some of the following advertiser. manufacture products. Others package them. Still others distribute them. In the end, however, their goals are the same — to enrich the quality of life in the Valley, for both themselves and their neighbors.

A TERRIFIC ENDING MAKES A GREAT BEGINNING

As we leave a decade of outstanding progress for Skyline Corporation, we look forward with excitement to the opportunities and challenges of the 70's. ▪ There is no industry that has a more compelling challenge in the 70's than the housing industry. Despite all the progress of the "Soaring 60's", the nation's demand for low-cost housing has gone largely unsatisfied. We enter the 1970's with a decent home for every American as the most pressing unfulfilled need of our society. ▪ Perhaps no other industry has ever faced such a challenge. It is a challenge that uniquely combines social responsibility with corporate profit objectives. It is a challenge fitting our proven record of past accomplishments. It is a challenge that requires the best ideas, leadership and technology that a corporation can mobilize. Skyline's commitment to society's need for low-cost housing is total and unequivocal. We will continue in our efforts to provide even more American families with the best quality and value possible in low-cost housing.

SALES
1969
$207,000,000
1960
$9,000,000

NET EARNINGS
1969
$10,200,000
1960
$137,000

PRODUCTION
1969
40,000 HOMES
PER YEAR. PLUS 15,000 RECREATIONAL VEHICLES.
1960
2,200 HOMES
PER YEAR. NO RECREATIONAL VEHICLES.

PLANTS
1969
THIRTY-ONE
COAST-TO-COAST
1960
TWO

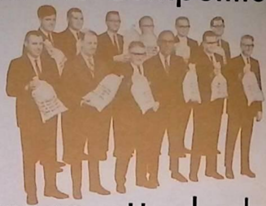
CORPORATE OFFICES
ELKHART, INDIANA

SKYLINE CORPORATION/World's largest Builder of Shelter... for living & recreation

It's so much easier doing business with

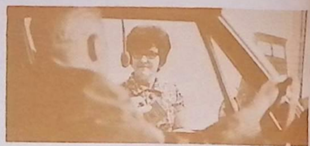
THE NATIONAL

Continuity of management unmatched by all the competition



lend; you just know the service is fast...

protected 5-story downtown Parking Garage attached...

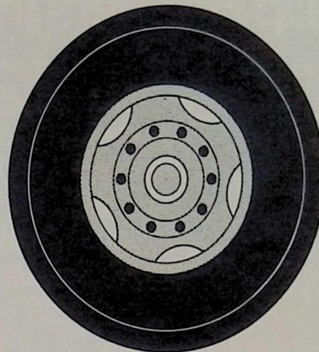


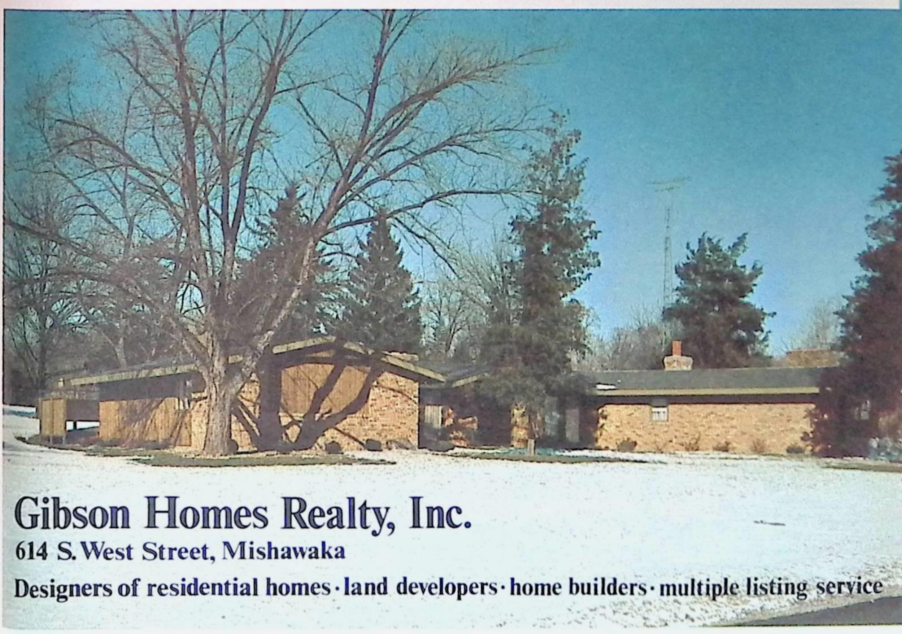
for busy people who are on the move...

the oldest Trust Department in the entire community...that's

Trust Company with assets exceeding $123,000,000.00

Tradition, on the brink of Tomorrow.

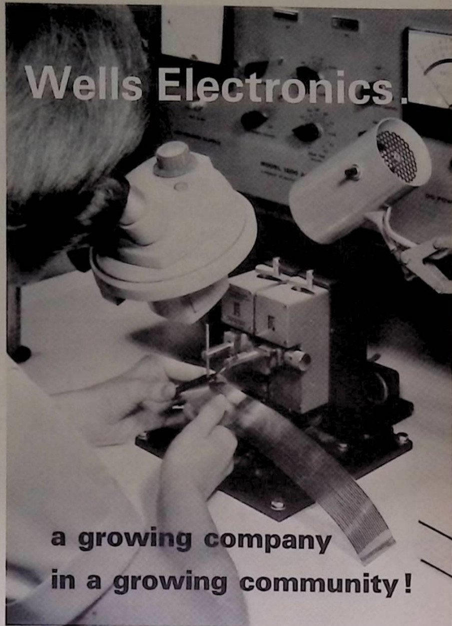




Gibson Homes Realty, Inc.
614 S. West Street, Mishawaka
Designers of residential homes · land developers · home builders · multiple listing service

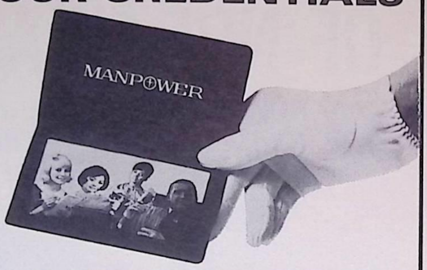






Wells Electronics
a growing company
in a growing community!





MANPOWER

We specialize in two important services

ONE of Tower's specialties is savings. We pay the highest interest rate on Insured Regular Open Passbook Savings and compound quarterly. And now the maximum insured safety of your savings account has been increased by an agency of the Federal Government to $20,000. Tower savings are free access, so you can add or withdraw whatever you please at any time.

THE other Tower specialty is Home Loans. They are the only kind of loans we make.... and we make more of them than anyone else in the area. From this we have gained an understanding of trends, and a knowledge of property values that can be helpful to you. You are under no obligation in consulting a Tower home loan counselor.

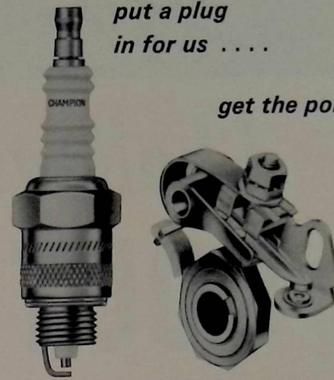
Join the swing back to Tower savings. With the increase in insured safety to $20,000 it is a better investment than ever. Open or add to your Tower account today.

TOWER

FEDERAL SAVINGS AND LOAN ASSOCIATION

South Bend / 216 W. Washington St.
Elkhart / 317 W. Franklin St.

put a plug in for us ....



get the point?

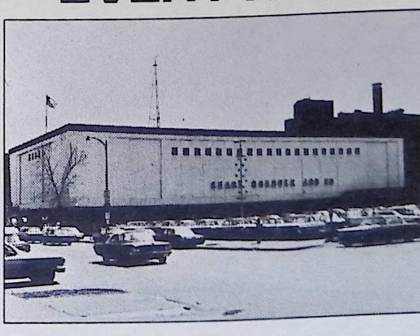
"Distributor of famous brand automotive parts!"

RIDGE

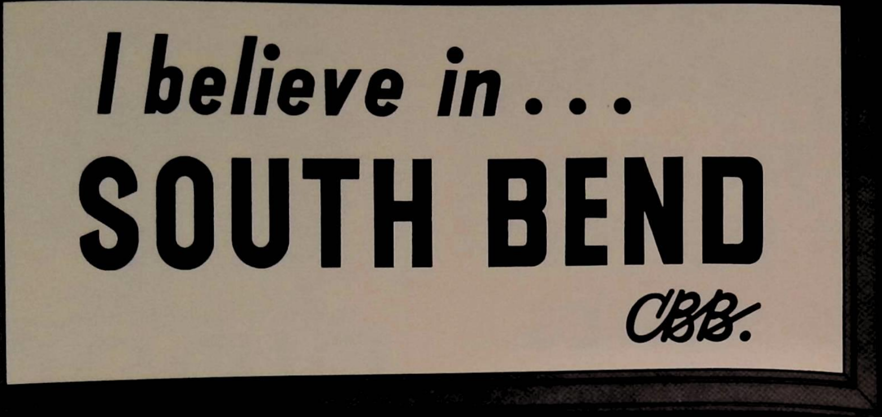
THE RIDGE COMPANY

SOUTH BEND · MISHAWAKA · PLYMOUTH · LAPORTE · WALKERTON · NILES · DOWAGIAC

SEARS HAS EVERYTHING



411 South Lafayette Blvd.
South Bend, Indiana



It was February, 1964.

The bleak wintery skies matched the mood of the community. The Studebaker Corporation, for decades synonamous with South Bend and the bulwark of the local economy, had closed down — for good. No more automobiles would be manufactured in South Bend. Unemployment would soon reach nearly three times the national average. Pessimism was the order of the day.

Suddenly a large sign appeared. In big, bold letters it read: **"I Believe In South Bend."** It was signed C.B.B. The first sign was quickly followed by another, and yet another, until in all 35 large billboards proclaimed throughout the city C.B.B.'s belief in South Bend.

The effect was electrifying. Signs of all shapes and sizes began appearing on business properties all over the area. Each declared the sponsor's belief in South Bend. The mood of the community started to change. A new spirit began to grow. Citizens rallied behind their leaders. The results are history. You have but to read through the pages of this book to know that the belief expressed in 1964 has now been more than justified.

Today's South Bend-Mishawaka is a tribute to the dedication of the citizens. An idea projected to a commanding "presence in the market place," played an important role in sparking the spirit that resulted in positive action.

But who was the mysterious C.B.B.? What occasioned his belief in the future of South Bend? The initials were those of Charles B. Burkhart, president of Burkhart Advertising, Inc. His was a new corporation that came into existence in South Bend in February of 1964 to purchase and operate the facilities of General Outdoor Advertising Co. At that time market research showed the community to be on the verge of healthy growth — a forecast born out by the record of the past six years.

Burkhart Advertising, Incorporated ,has grown and prospered with the cities of South Bend and Mishawaka. Services have been expanded to encompass the entire field of out-of-home communications. Substantial capital investments have converted a good outdoor advertising system into one of America's finest. Through its subsidiary, Adway Signs, Inc., a complete line of signs is available — from the smallest show card to the largest electrical spectacular. Rounding out the service, Burkhart has been appointed to market the Transit Advertising displays on the vehicles of the South Bend Transportation Corporation.

All these services are ready to give your ideas and advertising a "presence in the market place."

Adway Signs — A Burkhart Company

Burkhart Outdoor — A Burkhart Company

Transit Ads — A Burkhart Company

CONTINUED FROM PAGE 69

As I've noted, there were many who did not share in the victory. But the place as a whole came back almost incredibly because of an immediate collective refusal to accept disaster. This response is what makes me think that in addition to being a representative American city South Bend is in certain ways an exceptional one. Disaster is not everywhere taken as a challenge.

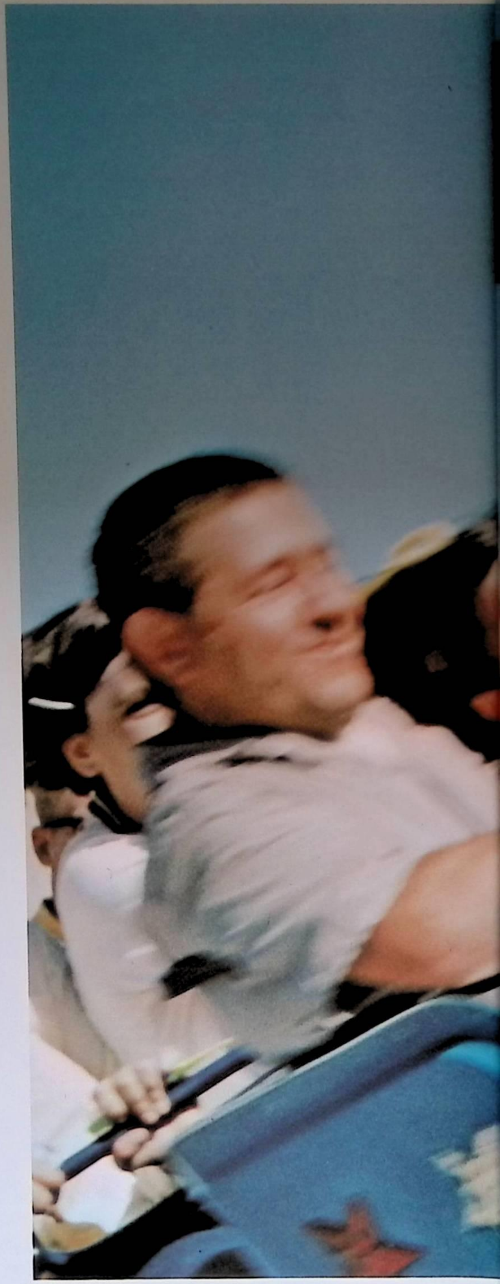


Not all things here strike me as admirable. There are potholes in certain streets. At times there is incompetence, graft and vice. Still, every policeman I know is honest and every fireman efficient. The school system and the park system look good to me, but I know the problems. There are serious internal troubles in the schools, the same sort that are popping up all over the country, and I know — another national phenomenon — that it's dangerous to walk at night through some of the parks, however lively and gay they may be on summer days when the recreation department people are taking care of things and the kids are all on swings and slides or feeding bread crusts to the ducks in the pond. Here we have all the griefs and problems and threats that urban civilization has fallen heir to.

Yet such grave matter is not my subject, nor am I competent to analyze it or make suggestions for reform. Sticking to my subject and maintaining a sorrowful tone, I find one of the most dismal items currently to shake my head at is the slow decline of the regionally famous Chicago, South Shore and South Bend Railway.

The old South Shore, once part of the Insull empire, is the last of this republic's big interurban electric railroads, and as such, if only for historical reasons, it ought to be preserved. Forty years ago, in its glory, its hourly daytime trains to and from Chicago were celebrated. True, on the dining cars of those old trains your soup often spilled on the swifter curves, and it was never wise to have a coffee cup more than half-full without a spoon sticking up in it.

The old dining cars have long disappeared. The speed is about the same, two and a quarter hours, roughly, to the Loop in Chicago. But the old hourly schedule has been chipped away. The curves en route are the same, though they seem more severe because of neglected roadbed. And there is talk of moving the station out of downtown South Bend, where



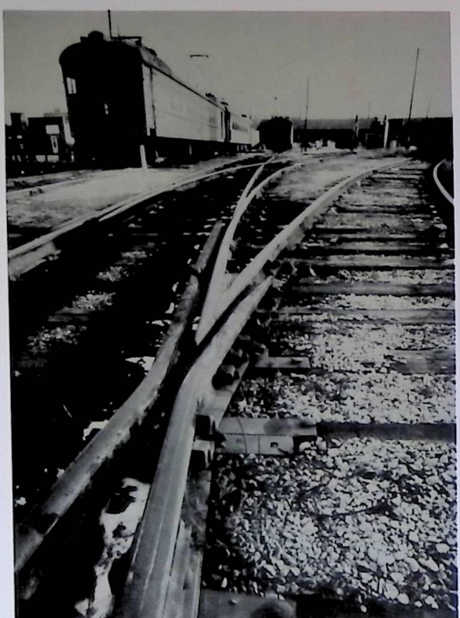


30-mile trip to South Bend. He told me not to worry; with or without me, he said, this late trip had to be made. So I dozed off again for a few minutes. When next I opened my eyes I saw the engineer of this train sprawled out on a double seat across the aisle in his striped denim, reading somebody's discarded paper and smoking a short dark brown cigar. God help us, I thought — the train's running itself now. I hastily went up to the front to get a drink of water and sneaked a look into the motorman's compartment. There, big as life, was the conductor at the controls. I must have goggled at him or otherwise showed surprise. For instantly, the engineer was at my elbow. "We switch around this way sometimes on the late run," he explained. "It helps make the time pass." The conductor grinned and nodded.

So I started asking questions about how hard it really was to run a train like this. These two fine gentlemen assured me that it was easy and volunteered to teach me. That night I stood at the command post for about 15 miles, between Hudson Lake and the big Bendix sign at the west edge of South Bend. I turned the power high and low with one hand, making us go faster or slower. With the other hand I braked gently, under instruction, just for practice. I blew the whistle at every deserted road crossing in the blowy night and dinged the bell with my foot so I'd know how to work it if ever called upon again. I remember the exhilaration of seeing tracks lit by a headlight stretching out in front, those tracks taking care in advance of all steering. The motorman conscientiously replaced me at city limits and brought us home to our appointed station.

Nobody who has ever driven a South Shore train through the windy darkness can ever feel happy about that railroad's grim descent from honor.

▶ CONTINUED ON PAGE 113

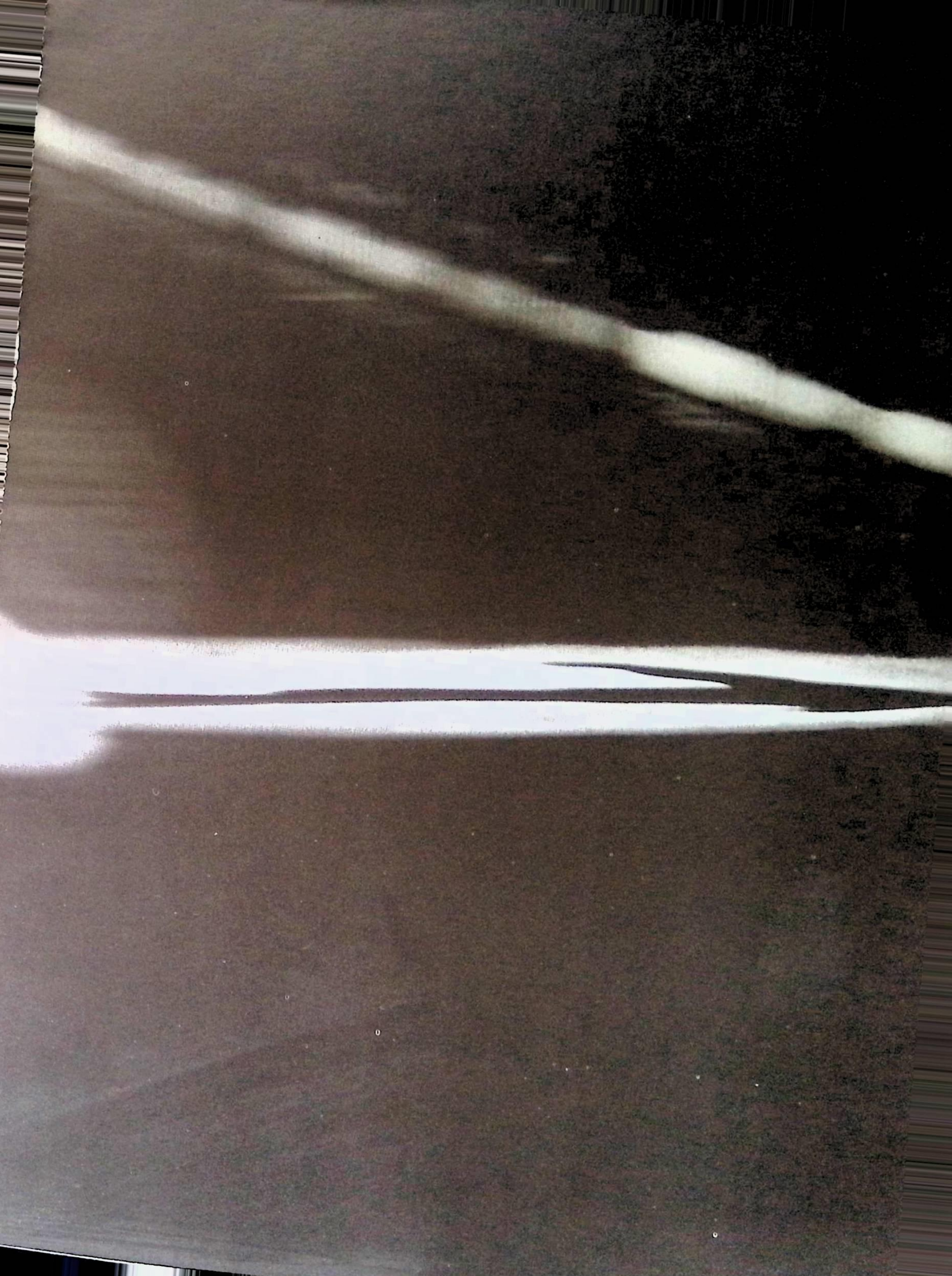




At the St. Joseph County Airport, three miles from downtown South Bend, daily service by four airlines includes regularly scheduled direct jet flights to cities as distant as Miami and New York. Five railroads, including a commuter line into Chicago, service the Valley. The Indiana Toll Road carries high-speed traffic east and west, with 750,000 cars passing through the South Bend exit each year. A network of 17 state and national highways connects the community with its mid-American neighbors. Just 45 miles to the west is the deepwater port of Burns Harbor, a link with worldwide sea commerce via the Great Lakes-St. Lawrence Seaway. The Indiana legislature is studying plans for a $400 million superjet airport projected for the '70s near LaPorte, Indiana, 40 miles west of South Bend.







The Ice Capades (p. 96) is one of numerous road shows which appear regularly at Notre Dame's Athletic and Convocation Center. The twin-domed structure, seating 12,000 for basketball and special events, has more space (400,000 square feet) under one roof than the Houston Astrodome. It is the largest facility of its type between Detroit's Cobo Hall and Chicago's McCormick Place.

On five autumn afternoons Notre Dame football provides 60,000 local and visiting fans a taste of the finest in intercollegiate competition. Few escape the infectious Notre Dame spirit.

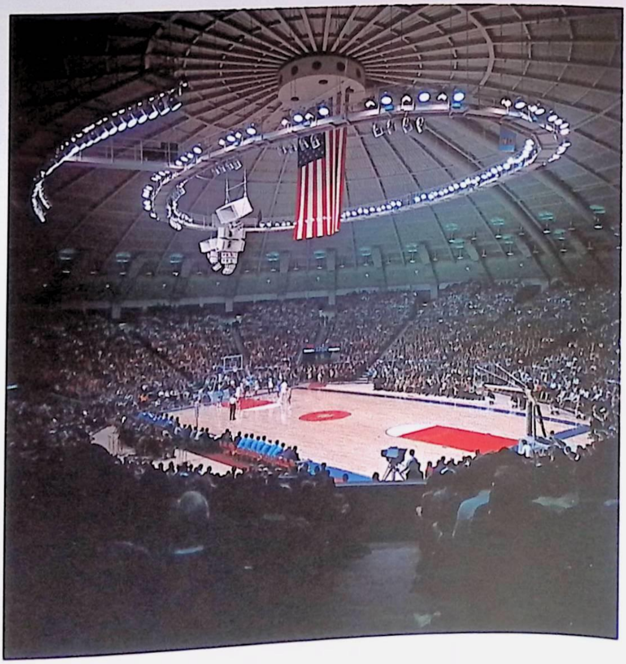
Notre Dame spirit is rivaled in winter months by a phenomenon known as "Hoosier hysteria." Interest in Indiana high school basketball is legendary. The state has consistently turned out some of the best ballplayers in the country, including Oscar Robertson, the Van Arsdale twins, Rick Mount and UCLA coach John Wooden.







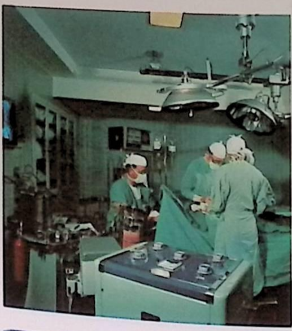




Five hospitals and several auxiliary health institutions make South Bend and Mishawaka the major medical center for northern Indiana and southern Michigan. A $24.5 million hospital building drive launched in 1969 will enlarge and improve existing facilities. Logan Center and the Northern Indiana Children's Hospital, both in South Bend, provide professional care for the mentally retarded.

Both South Bend and Mishawaka have extensive public library facilities with nearly 80,000 residents holding cards. Outstanding college libraries are also available to local students. The Notre Dame Memorial Library holds one million volumes in its 13 stories and can seat 2,900, more than half the undergraduate student body.

Civic, fraternal and social organizations of all types are active here. The YMCA and Boy Scouts recently erected new social and athletic centers on the banks of the river. The Shriners sponsor an annual parade through downtown South Bend, and the Knights of Columbus stage dances and football dinners through the season.

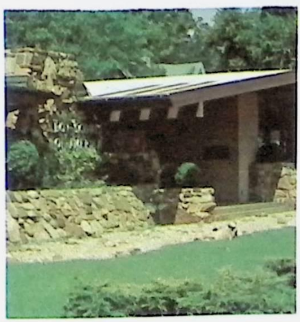




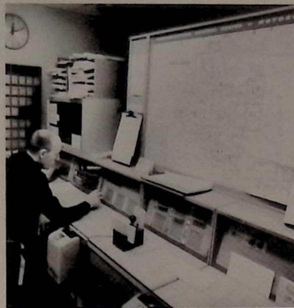








A modern communications center dispatches city and county police and firemen within seconds of a citizen call. Rescue squads and ambulances complement public safety programs embracing nearly 400 firemen and 300 policemen in the metropolitan area.





A

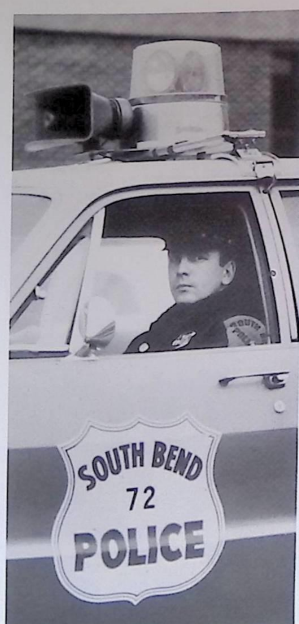
Among private citizens working closely with city and county officials is Chuck Lennon (A-left), young director of the South Bend Model Cities program. A former director of the local Mental Health Association, Lennon once coached baseball and basketball at Notre Dame. He has been elected to the national 18-man executive committee of Model Cities directors. Voter turn-out in the renewal area to select neighborhood representatives was among the highest in the country.





Crime, fire and accident rates in South Bend and Mishawaka are consistently below national averages and compare favorably with all cities of similar size. Police employ community-relations teams whose members are well known in city neighborhoods, acting more as social workers than as law enforcement officers. A series of summer softball games brings police and inner-city youths together in a relaxed atmosphere of friendly competition.

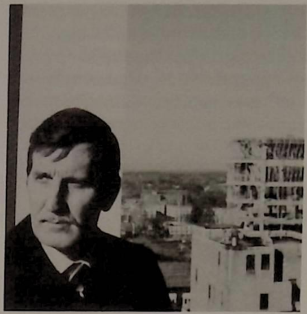
Mishawaka Mayor Margaret Prickett (B) governs a city of 35,000 with the help of a nine-man common council. The city includes electric service with water and sewer facilities under the city administration. These utilities annually show a profit and pay taxes to the city, helping keep the tax rate at a minimum.







B



C

The government of South Bend is in the hands of a mayor and nine common council members. Republican Lloyd Allen (C), two-term mayor of the city, took office one month before the closedown of the Studebaker Corporation's local plant. He helped rally residents to attract new industry and assisted in the establishment of comprehensive job retraining schools. He was instrumental in the decision to erect the new $7 million County-City Building.





D

Keith Klopfenstein (D), chairman of the St. Joseph County commissioners, directs a municipal services apparatus manned by 900 county employees. He has proposed the union of city and county services under one central governmental unit, on the order of the successful "unigov" plan recently implemented in Indianapolis.





E

Jesse L. Dickinson (E), executive director of the South Bend Public Housing Authority, has been a catalyst in the recent drive for more public housing units in the area. A former state senator, he has also served as chairman of the U.S. Civil Rights Advisory Council for Indiana and is currently vice-president of the local Urban League.



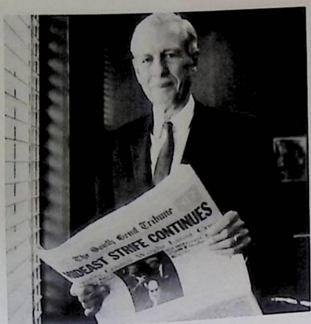
F

A local Ralph Nader in tax affairs is Miss Virginia Guthrie (F), executive secretary of the South Bend Civic Planning Association, a private agency of dues-paying residents. As a professional watchdog on governmental spending, Miss Guthrie sits in on regular meetings of city and county officials.

The major news medium in the area is the South Bend *Tribune*, which reaches virtually every home in South Bend and Mishawaka and 86 percent of all households in the greater metropolitan area. All three major television networks have local affiliates and a new educational station provides NET programing. Four AM and three FM stations broadcast music, news and public service information around the clock.

Franklin Schurz (A), publisher of the *Tribune* and owner of its TV and radio stations, has made his newspaper a model of advanced printing technology. Automated typesetting and high-speed presses enable the *Tribune* to have editions on the street within one hour of the completion of the latest news stories.

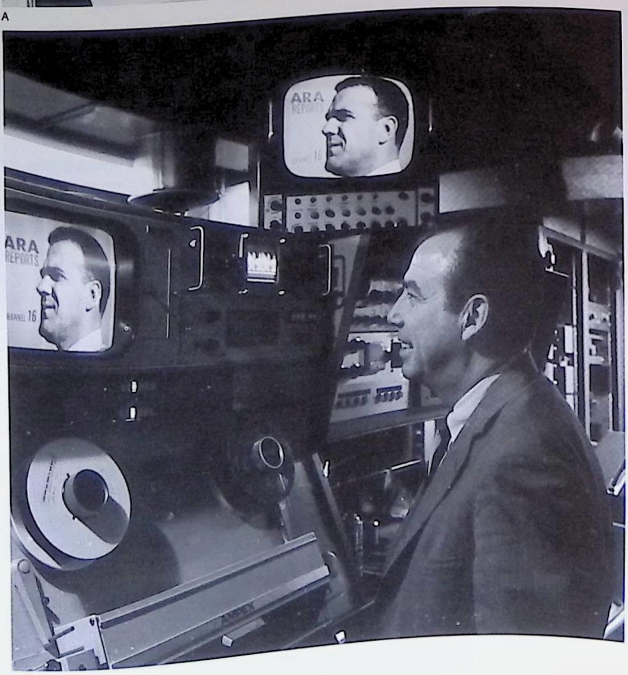
Excellent utility services are available from the Indiana and Michigan Electric Company and the Northern Indiana Public Service Company, supplier of gas service. An adequate supply of fresh, clean water is one of the area's greatest resources, resulting in the lowest water rates in Indiana.



A









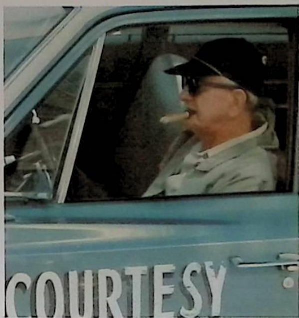


Indiana Bell Telephone serves a local calling area embracing South Bend, Mishawaka and neighboring Osceola with over 120,000 phones. From these come six million local and 30,000 long distance calls per day.

A fleet of cabs complements the municipal bus system of both South Bend and Mishawaka. Freight and passenger service to points anywhere in the country is made easy by the modern Indiana Toll Road and a complete rail system. Fifteen miles to the east is the Robert Young Yard, one of the largest railheads in the Midwest. Trains heading for Chicago, St. Louis and Denver are assembled here by computer, which methodically moves them over the 72 tracks.

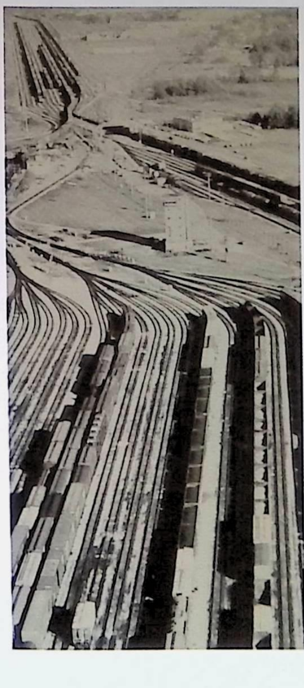
An invaluable community resource is the Notre Dame Center for Continuing Education (p. 104), an attractive, fully equipped facility for business, political and academic conferences, films and lectures. Its 22 seminar rooms are wired for closed-circuit television and tape recording. A 400-seat auditorium features simultaneous translation equipment similar to that used at the United Nations. The Center can accommodate 1,000 visitors at one time.





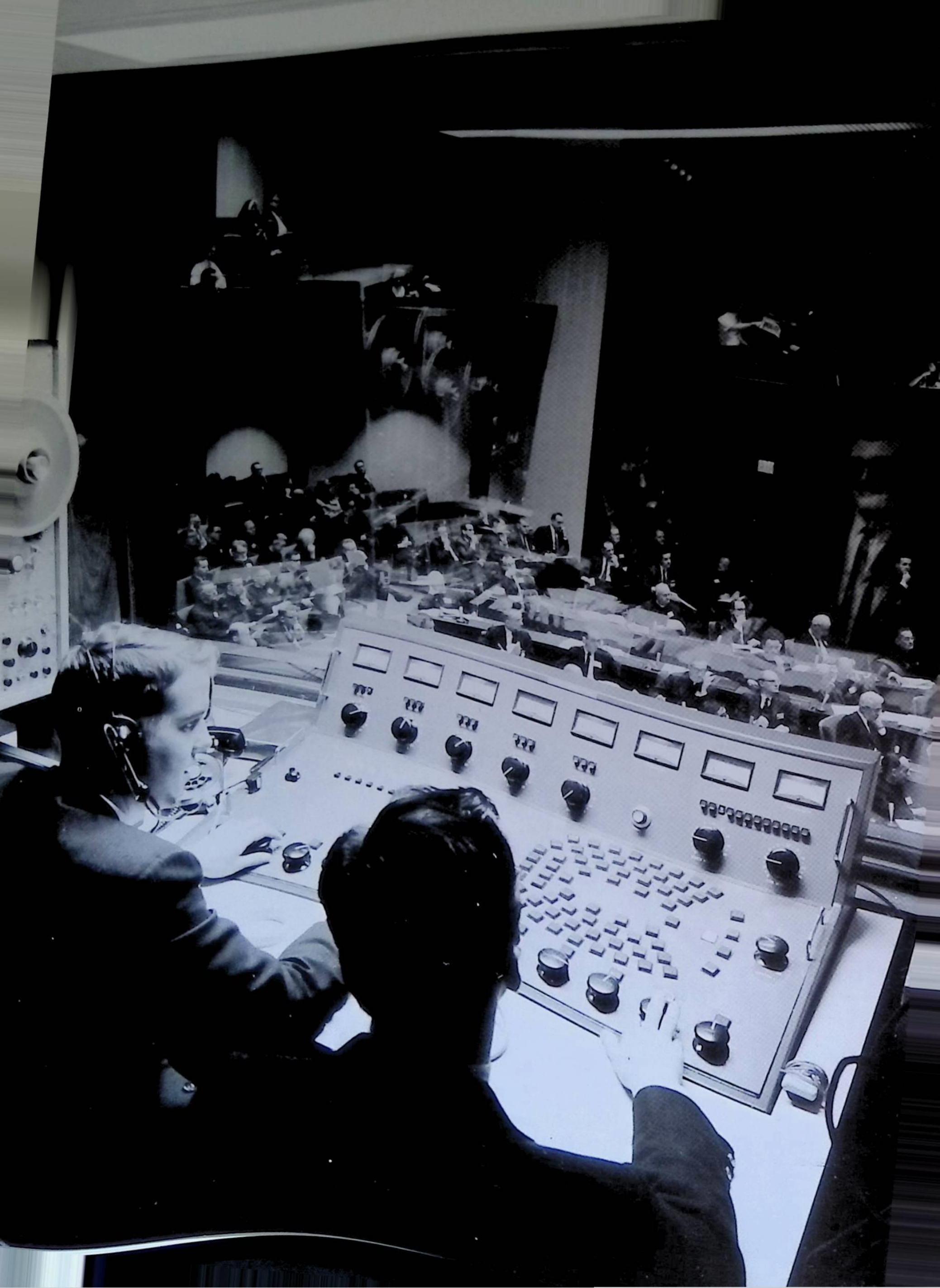












McCracken Homes

Cardinal Bottling

Sibley Machine and Foundry

Valley Bank

Bruner Agency

Drewry's

South Bend Electric

United Community Services

Type House, Inc.

KalaCraft

Burch Printers

Markmakers, Inc.



The intimate, relaxed quality of life in the Valley is evident in the personal service given customers by area firms. While the scowl may be the trademark of business relationships in larger, more frantic communities, the smile and handshake characterize many business encounters in the Valley. The next few pages capture some of the personal, congenial climate surrounding business operations where the river bends.

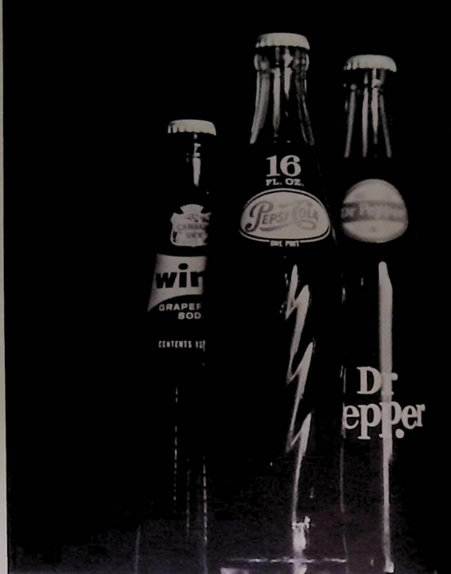
McCracken Homes

Individually designed homes for comfortable, suburban family living. Ideally located within minutes of new schools, churches and complete shopping facilities.

19465 Orchard Heights Drive
South Bend
Ph. 291-2850



Cardinal Bottling



Back when South Bend begot a Sibley ...

in 1874 to be exact, a partnership was formed between Messrs. Sibley, Mills and Ware. Their business: the manufacturing of upright drilling machines. They grew quickly and shortly thereafter took on a foundry that became a principal supplier of gray and ductile iron castings to the automotive, machine tool and hydraulic equipment industries. Now, almost 100 years since it all began, the Sibley Machine and Foundry Corporation renews its dedication to excellence ... through the manufacturing of high quality products at competitive prices ... through efficient, profit-oriented programs and long-term growth ... and through maintaining high stand- of moral and ethical relationships with customers, suppliers and employees. Sibley and South Bend ... working together nearly a century for a better environment for a better life.

SIBLEY

South Bend is a great place to grow a beer

"A famous name since 1877," Drewry's has been based in South Bend since 1936. Annual output has grown from 37,000 barrels to more than 1.5 million. An annual payroll of $4 million covers over 400 employees from throughout Michiana. Drewry's, a brewery leader in new package innovations, offers their product in every package size and type to meet consumer needs. Customer satisfaction has made Drewry's a sales leader in Indiana, Michigan, Ohio, Illinois and Iowa. Drewry's Limited USA, Inc., South Bend, Indiana, a subsidiary of the Associated Brewing Company.

DREWRYS
Beer
Brewed with a Choice Selection of Fine Grains and Hops

We're the oldest wholesale electrical distributor in Northern Indiana

"Wholesale Distributors Since 1919," the South Bend Electric Company is the oldest wholesale electrical distributor in Northern Indiana. Serving retail dealers, industry, and electrical contractors, they are the exclusive South Bend-Mishawaka distributors of Motorola consumer products, exclusive Indiana and Michigan distributors of Crouse-Hinds traffic signals, and also maintain an extensive inventory of electrical construction materials, available for immediate delivery. Under the leadership of Joseph A. Haase, President, this firm has enjoyed an enduring reputation for finest quality merchandise and reliable, friendly service for 50 years.

South Bend Electric

439 E. Colfax Avenue, South Bend 233-9406



WHERE THE RIVER BENDS A COMMUNITY CARES

. . . cares and shares through its support of the member agencies of the United Fund of St. Joseph County. Over 75,000 of our neighbors are directly served by these agencies. And the rest of us enjoy living in a better community because we do have the services of the following United Fund agencies available to all.

American National Red Cross
Catholic Social Service
Goodwill Industries
Circle of Mercy Day Nursery
Council for the Retarded
Legal Aid Society
Family & Children's Center
Hearing & Speech Center
Salvation Army of Mishawaka
Salvation Army of South Bend
Child Health Care Center at St. Joseph's Hospital
Child Health Care Center at Memorial Hospital
Mental Health Association
(Includes Mental Health After-Care)
Mental Health Center
United Health Foundation
Cancer Society
Arthritis Foundation
Crippled Children's Society
Visiting Nurse Association
Boy Scouts of America
Girl Scouts
Camp Fire Girls, Mishawaka
Camp Fire Girls, South Bend
YMCA
YWCA
United Community Services
REAL Services
Urban League of South Bend
Neighborhood Services Program
U.S.O.



We had no idea it would come to this.

It started very simply. A group of us was invited to prepare a book about the people of South Bend and M
That was nine months ago. The book is now finished. You've seen most of it already.
Only the story of the community's future remains to be told.

And, curiously, it's the same with us. Having come together first to publish this book, we now plan to stay
as a new communications group in South Bend.
And we too are looking forward to an exciting future of our own —
Just as the idea for a new publication about this place gave birth to this book,
so the book has given birth to us — Markmakers, Inc., the new team in town.

markmakers, inc.
322 West Washington Avenue
South Bend, Indiana

a complete media service • graphic design • institutional publications • community books • commercial and indust

Advertisers Index

◀ CONTINUED FROM PAGE 94

But maybe I am attached to the South Shore only because of sentiment. I've known it a long time. With my life made in some ways easier by new things, I am still reluctant to see old ones leave the scene. When a graceful old building carrying its own burden of South Bend's past is torn down to make a profitable blacktop parking lot I get disturbed.

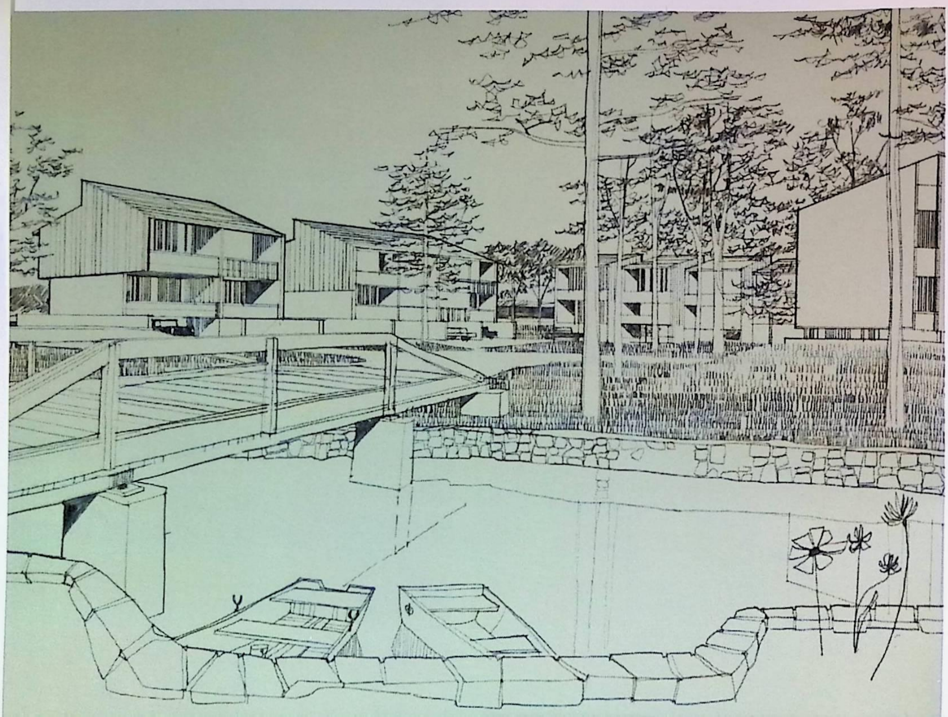


But on the other hand, it delighted me a while back to learn of plans to convert an ancient red brick brewery, built in Mishawaka in 1853, into a modern complex of shops, offices, restaurants, apartments and general facilities for living. The other day I drove out to see how things were coming along.

The original buildings stretch alongside both the river and a river channel which runs by a wooded island, which will ultimately be the main residential part of the complex. It's a beautiful site and a beautiful set of old buildings. Thus far, progress has been slow. But it's heartening to see both preservation and vision simultaneously operating on one project.

All my life I've been a sidewalk construction-watcher. Lately, I've helped put up a tall bank and a massive

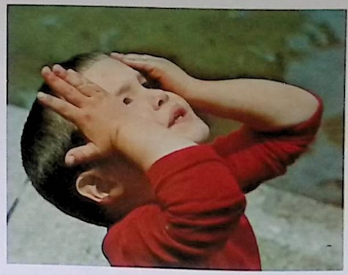
Prospects for the continued growth of their community make residents of South Bend-Mishawaka optimistic as the '70s unfold. The Model Cities project and renewal of virtually all of downtown South Bend will transform the city's face into an exciting new commercial and residential center. In Mishawaka a group of young architects and businessmen have joined in the development of the 100 Center (below), a unique residential, commercial and recreational complex built in and around a 19th-century brewery.

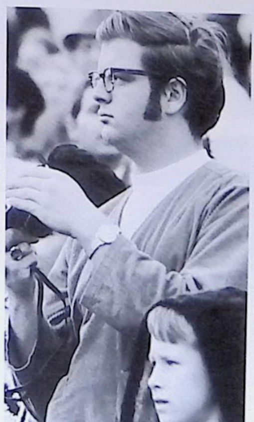



Hickey
SOUTH BEND, INDIANA
CONTRACTORS
ENGINEERS









county-city building in downtown South Bend. I'm currently working on a great hotel, while grieving for the one torn down. From an office window at Notre Dame I did all I could to build the new Memorial Library and later the new Athletic and Convocation Center, which provides more community floor space than any other 17 structures in the region. As a construction-watcher, I'm impressed by multitude and size.

Yet buildings do not make a community. A city, after all's said, is people living together in homes and working together under roofs old or new, squat or high — or working together outside under sky and in weather that's hot, cold, rainy, snowy, golden in fall, blue and green in spring. We have approximately a 100-degree range in temperature here.

My friend Mike, the bold canoeist, once told me something that has stayed in my







A

mind. We'd been talking of what a wonder it is that thousands upon thousands of highly individual human beings — no two alike, each one with his or her peculiar likes and dislikes, private loves and prejudices, particular ways and attitudes — could manage to live and work alongside one another in this, that or the other place. "People been doing this almost as long as there've been people," Mike said solemnly. "I lived in a lot of places myself before I came back here. You know how you tell a good place? It leaves good memories. Bad place — bad memories."

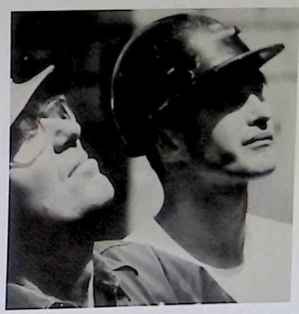
"So you came back here because you had good memories?"

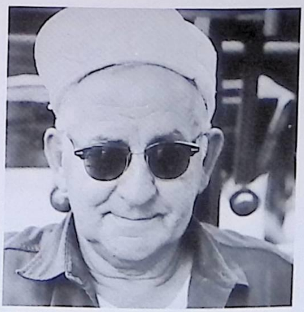
"Simple as that," Mike said. He thought for a moment. "It's the people."

For me, too, I guess that finally, it is simple as that. I have no reason at all to believe that this place is the








Typical of the handsome construction going on in the Valley is the $7 million, 16-story County-City Building, housing offices for the governmental units of St. Joseph County and South Bend. Building in the area reached $50.1 million in 1969, falling short of the record high of $56.1 million in 1968.

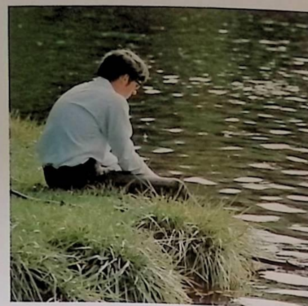




A

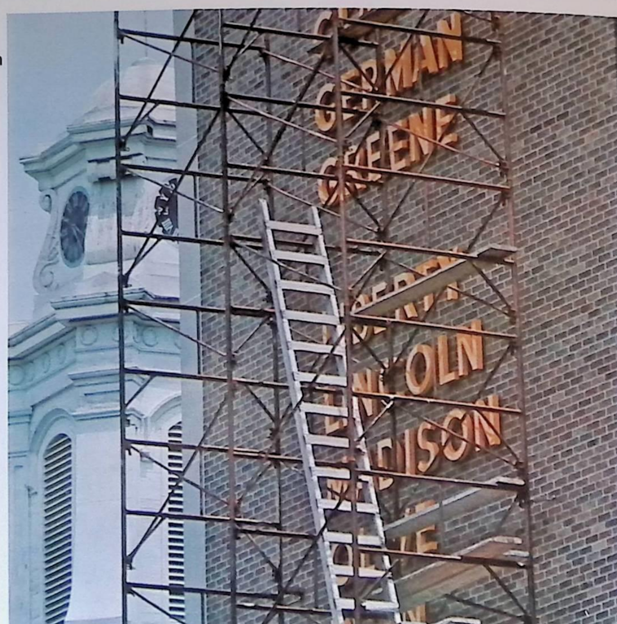
Scottsdale Mall (p. 116A), an all-weather enclosed shopping center, will open on the southern fringe of South Bend-Mishawaka in 1973. The vast complex, with parking for 4,000 cars, will contain 90 stores on two levels to be connected by escalators. Another major retail outlet will open in 1971 at a site adjacent to the present Town and Country Shopping Center, a centrally located suburban complex housing 42 stores, restaurants and shops.





Another attractive downtown office structure is the 27-story American National Bank Building, (A) a $6 million complex of commercial and residential space. Above the first-level bank quarters will be a 200-room Albert Pick Motor Inn, including complete dining facilities and a large meeting area suitable for business and civic gatherings.

The glass and steel, brick and mortar growth of the Valley is certain to continue into the '70s. But it will be the community's young, already the majority, who will see to it that South Bend-Mishawaka remains a cultural, medical, educational and commercial capital of the entire northern Indiana-southern Michigan area.

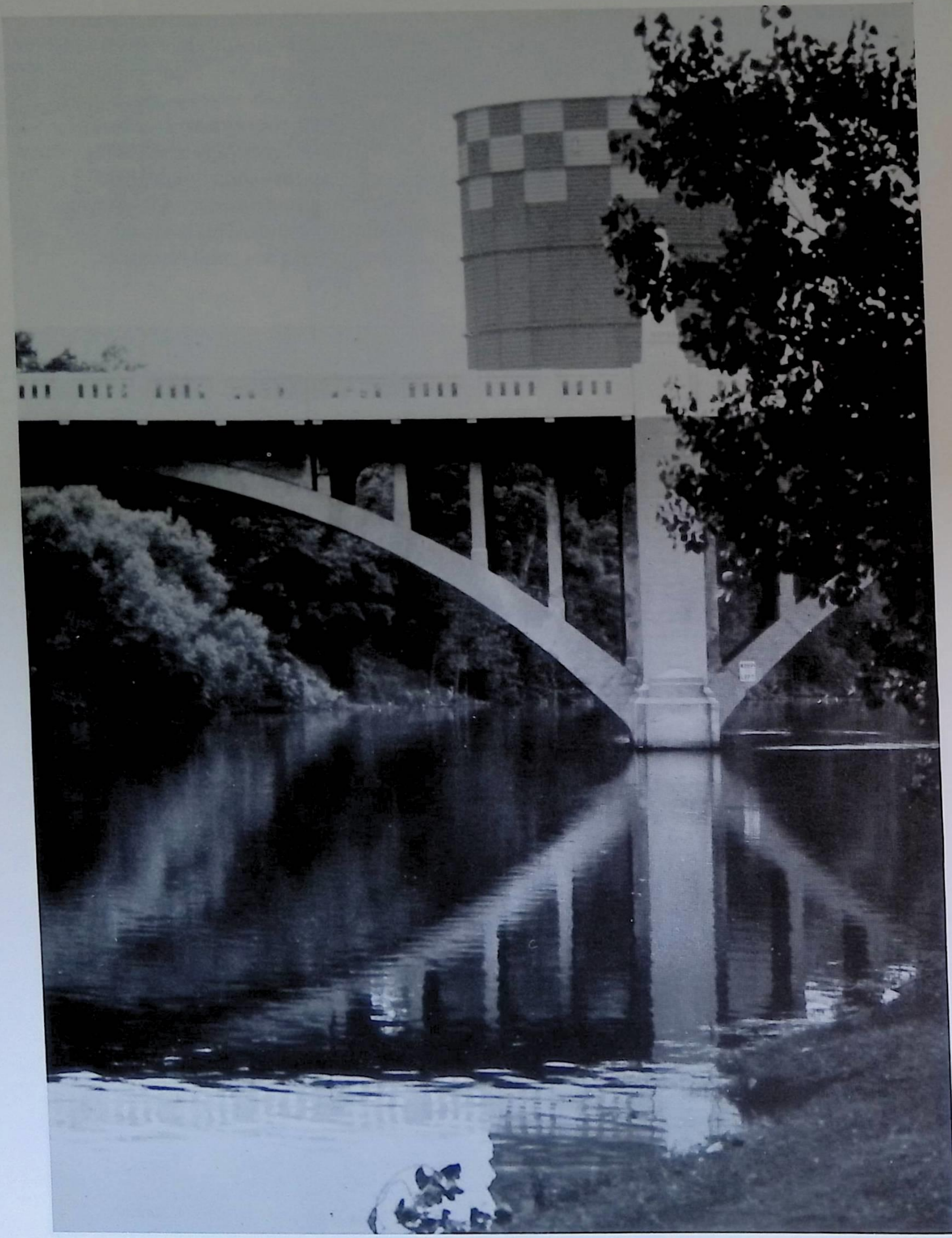


only one where I might have lived with reasonable content. Upon this whirling globe surely there are other spots held in high regard. In some of them I have stayed briefly. I've never found a spot on earth lacking all trace of human guile and human stupidity. I never expect to.

But I know that there are many less desirable places than this one, places where the urban marvel, almost as old as man, is decidedly less attractive, places where I could not possibly have lived with any happiness and where I see — where it's clear for anybody to see — much more festering human misery than I see here.

I owe a debt of gratitude to all, living and dead, who have contributed to making not a Shangri-la but a community growing where the river bends. This is a good place to abide. It gives good memories.





"...and where the river bends, a community grows."
The story of South Bend and Mishawaka. **Prepaid Order Form**

Please send me________copies at $2.50 each.

I am enclosing $____________ (Check or money order preferred).

____
name

____
address

____
city state zip

Send order to: MARS Publication Company
322 West Washington Avenue
South Bend, Indiana 46601

Telephone (219) 232-5901

Information on quantity order discounts available upon request.

"...and where the river bends, a community grows."
The story of South Bend and Mishawaka. **Prepaid Order Form**

Please send me________copies at $2.50 each.

I am enclosing $____________ (Check or money order preferred).

____
name

____
address

____
city state zip

Send order to: MARS Publication Company
322 West Washington Avenue
South Bend, Indiana 46601

Telephone (219) 232-5901

Information on quantity order discounts available upon request.

"...and where the river bends, a community grows."
The story of South Bend and Mishawaka. **Prepaid Order Form**

Please send me________copies at $2.50 each.

I am enclosing $____________ (Check or money order preferred).

____
name

____
address

____
city state zip

Send order to: MARS Publication Company
322 West Washington Avenue
South Bend, Indiana 46601

Telephone (219) 232-5901

Information on quantity order discounts available upon request.

"This is a good place to abide. It gives good memories."

